Sa Sa Issues Positive Profit Alert

Group Expects Interim Unaudited Profit for FY2025/26 to Increase 50%-56% YOY

(3 November 2025 - HONG KONG) **- Sa Sa International Holdings Limited** (the "Company", stock code: 0178) announced today that based on its preliminary assessment of the unaudited consolidated management accounts of the Company and its subsidiaries (the "Group"), the Group expects to record a profit attributable to owners of the Company of approximately HK$48.5 million to HK$50.5 million for the six months ended 30 September 2025, with an year-on-year increase of 50%-56%, as compared with a profit attributable to owners of the Company of HK$32.4 million for the six months ended 30 September 2024.

The profit attributable to owners of the Company has shown a substantial rise, principally attributable to the continued growth of tourist arrivals in the Group's core markets, Hong Kong and Macau, resulting in improved local footfall. This coupled with an increase in the number of transactions and sales in Hong Kong and Macau, driven by the Group's targeted marketing strategies and shopping incentives to attract customer traffic and stimulate consumer sentiment. Meanwhile, in response to the evolving retail format in Chinese Mainland, the Group has closed physical stores in the region. The strategic focus on developing its local online business has enhanced the Group's profitability.

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Note: "Hong Kong" refers to "The Hong Kong Special Administrative Region of China" and "Macau" refers to "The Macau Special Administrative Region of China".