



Sa Sa Issues Positive Profit Alert

Group Expects Annual Unaudited Profit for FY2025/26 to Increase 147% to 166% YOY

(15 April 2026 - 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\$190 million to HK\$205 million for the year ended 31 March 2026, with an year-on-year increase of 147% to 166%, as compared with a profit attributable to owners of the Company of HK\$77.0 million for the year ended 31 March 2025.

The profit attributable to owners of the Company has shown a substantial rise, principally because of the significant year-on-year increase in same-store sales, number of transactions, average sales per transaction, and number of items per transaction in the Group’s core markets of Hong Kong and Macao Special Administrative Regions (“Hong Kong and Macao”). Meanwhile, the Group’s improved operating efficiency of the online platform drove rapid growth in online business profitability. Following the Group’s closure of offline operations in Chinese Mainland, related losses narrowed substantially and local operations achieved a turnaround.

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