Sa Sa Announces Unaudited Sales Update for the First Quarter (April to June 2026) of FY2026/27

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Offline Sales in Hong Kong and Macao Grow Continuously With Same-Store Sales Up 30.1% YoY Total Turnover Rises 22.9% YoY

The Group's Continuing Operations

Turnover (HK$ Million)	First quarter of financial year 2026/27	First quarter of financial year 2025/26	YoY change (%)
Offline Business			
Hong Kong & Macao	900.5	687.4	+31.0%
Southeast Asia	91.7	79.7	+15.1%
	992.2	***767.1***	***+29.3%***
Online Business			
B2B	43.3	78.6	-44.9%
B2C	143.8	114.1	+26.1%
	187.1	***192.7***	***-2.9%***
Total Turnover	**1,179.3**	**959.8**	**+22.9%**

(8 July 2026 - HONG KONG) - **Sa Sa International Holdings Limited** (the "**Company**", stock code: 0178) announced today the unaudited sales update of the Company and its subsidiaries (the "**Group**") for the first quarter from 1 April to 30 June 2026 (the "**First Quarter**" or the "**Period**").

The Group continued its upward momentum achieved in the previous financial year, recording total turnover of HK$1,179.3 million for the First Quarter of the 2026/27 financial year, representing a year-on-year increase of 22.9% with sustained improvement in profitability.

The Group delivered satisfactory growth in offline operations, with total offline sales of the Group amounting to HK$992.2 million, up 29.3% year-on-year. In particular, offline sales in Hong Kong and Macao recorded a year-on-year increase of 31.0%. By driving beauty trends, introducing market-favoured brands and leveraging omni-channel promotions, the Group achieved comprehensive growth in offline sales, same-store sales, average sales per transaction, total number of transactions and number of items per transaction in Hong Kong and Macao, notably, same-store sales recorded a significant year-on-year growth of 30.1%. Offline sales in Southeast Asia rose by 15.1% year-on-year, with positive year-on-year growth also recorded in local currency.

Note: "Hong Kong" refers to "The Hong Kong Special Administrative Region of the People's Republic of China" and "Macao" refers to "The Macao Special Administrative Region of the People's Republic of China".

As at 30 June 2026, the Group operated 160 offline stores, and plans to open six to seven new stores in Hong Kong during the first half of the financial year to meet consumer demand.

Total online sales of the Group was HK$187.1 million, representing a year-on-year decrease of 2.9%. This was primarily attributable to the Group's strategic reduction in lower-margin bulk B2B orders to reserve inventory for higher-margin and growing offline retail and B2C online orders, thereby driving a continued improvement in the profitability of its online operations.

Number of Offline Stores by Market* (Continuing Operations)

	As at 30 June 2026	As at 31 March 2026	As at 30 June 2025
Hong Kong & Macao	**87**	85	85
Southeast Asia	**73**	75	72
Total	**160**	160	157

*The Group's store portfolio changes from time-to-time as leases are due for renewal and re-located in accordance with the Group's overall expansion plans.

As at 30 June 2026, the Group operated a total of 160 stores, of which 87 were located in Hong Kong and Macao, including a beauty flagship store at MPM Plaza in Mong Kok — expanded in May 2026 to a substantial total gross floor area of 12,000 square feet — and a new branch at Pacific Mansion in Tsim Sha Tsui, which opened in June 2026.

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