

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



## SA SA INTERNATIONAL HOLDINGS LIMITED

莎莎國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 178)

### Unaudited Sales Updates for the Third Quarter ended 31 December 2017

The board of directors of Sa Sa International Holdings Limited (the “Company”) announces the unaudited sales update of the Company and its subsidiaries (the “Group”) for the third quarter from 1 October to 31 December 2017.

<b>Highlights</b>		
<b>Group - Retail and Wholesale</b>		
	<i>3 months ended 31 December 2017</i>	<i>9 months ended 31 December 2017</i>
Turnover (HK\$ million)	2,281.7	5,941.6
YoY% change	+6.5%	+3.4%
<b>HK and Macau - Retail and Wholesale</b>		
Turnover (HK\$ million)	1,890.7	4,874.3
YoY% change	+8.1%	+4.5%
Same store sales YoY % change	+3.7%	Flat
Average sales per transaction (HK\$)	367	343
YoY% change	+2.8%	+3.3%
Total no. of transactions (million)	5.1	14.0
YoY% change	+5.0%	+1.0%

*Remarks: Figures in the above table include adjustments in accordance with the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.*

For the third quarter from 1 October to 31 December 2017, the Group’s turnover increased by 6.5% on a year-on-year basis. The turnover in Hong Kong and Macau markets increased by 8.1%, while same store sales increased by 3.7%. In particular, the retail sales and same store sales recorded a growth of 9.5% and 5.6% respectively in the month of December. Driven mainly by stronger store traffic, the overall sales performance was in line with our expectation. In the third quarter, the total number of transactions increased by 5.0% while the number of transactions with local and mainland tourist increased by 6.6% and 4.1% respectively. The average sales per transaction also increased by 4.2% and 2.8% respectively.

For the markets outside of Hong Kong and Macau, Mainland China, Singapore and Malaysia recorded growth of 13.0%, 3.6% and 3.9% in turnover respectively, while the turnover of Taiwan and E-commerce dropped by 5.5% and 21.9%.

The Group stays cautiously optimistic about the outlook of Hong Kong and Macau markets in the fourth quarter and will continue to optimise product offerings and enhance customers' shopping experience to cater for the demand in the fast changing markets.

#### Number of Stores/Counters by Market

	As at 31 December 2017	As at 31 December 2016	As at 30 September 2017
Hong Kong and Macau	119*	115*	116*
Mainland China	56	56	54
Singapore	19	21	19
Malaysia	75	73*	73
Taiwan	21	25	21
<b>Total</b>	<b>290</b>	<b>290</b>	<b>283</b>

\* Include one single-brand store/ counter

The board of directors wishes to remind shareholders and potential investors that the above information are based on the unaudited management accounts of the Group which have not been reviewed nor audited by the auditors of the Company. Sales performance during the period is affected by a series of factors; therefore, the operational information for the period may not be able to reflect the overall performance of a complete reporting period.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution when dealing in the shares of the Company.

By order of the board of directors  
**Sa Sa International Holdings Limited**  
**KWOK Siu Ming Simon**  
*Chairman and Chief Executive Officer*

Hong Kong, 11 January 2018

As at the date of this announcement, the directors of the Company are:

#### **Executive Directors**

Dr KWOK Siu Ming Simon, *SBS, JP* (Chairman and Chief Executive Officer)

Dr KWOK LAW Kwai Chun Eleanor, *BBS, JP* (Vice-chairman)

Dr LOOK Guy (Chief Financial Officer)

#### **Non-executive Director**

Ms LEE Yun Chun Marie-Christine

#### **Independent non-executive Directors**

Ms TAM Wai Chu Maria, *GBM, GBS, JP*

Ms KI Man Fung Leonie, *GBS, JP*

Mr TAN Wee Seng