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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 in Hong Kong and Macau During the 2018 Chinese New Year Period

The board of directors of Sa Sa International Holdings Limited (the “**Company**”) announces the unaudited sales updates of the retail business of the Company and its subsidiaries (the “**Group**”) in Hong Kong and Macau during the Chinese New Year (the “**CNY Period**”) from 16 February to 22 February 2018⁽¹⁾.

Hong Kong and Macau – Retail	Year-on-Year Change during the CNY Period 2018 ⁽¹⁾
Retail sales	+16.0%
Same store sales	+12.2%

The Group’s retail sales in Hong Kong and Macau during the CNY Period ⁽¹⁾ increased by 16.0% compared with last year, mainly due to the increase in inbound traffic of mainland tourists and stronger domestic consumption. According to the Hong Kong Immigration Department, the number of mainland tourists arrivals increased by 14.5% on a year-on-year basis during the CNY Period⁽²⁾. In Hong Kong market, the retail sales increased by 15.5%. Sales growth was mainly driven by the increase in transactions of mainland tourists and increase in the average sales per transaction of local customers, which grew by 18.9% and 9.7% respectively. The overall performance is in line with our expectations.

Remarks:

- (1) For the first seven days of 2018 CNY Period (16 February to 22 February 2018) as compared to that of the corresponding period last year (28 January to 3 February 2017).
- (2) Hong Kong Immigration Department’s statistics on Passenger Traffic during Lunar New Year festive period from 15 February to 21 February 2018.
- (3) Figures in the above table exclude adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.

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, 27 February 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