

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 Information of Retail Business in Hong Kong and Macau during the Labour Day Holiday in 2019

The board of directors of Sa Sa International Holdings Limited (the “Company” and together with its subsidiaries the “Group”) announces the unaudited sales performance of its retail business in Hong Kong and Macau during the Labour Day Holiday from 1 May to 4 May 2019.

	Labour Day Holiday	
	1 May to 3 May 2019	1 May to 4 May 2019
Hong Kong & Macau – Retail		
YoY change in retail sales	-3.9% ¹	-0.4% ²
YoY change in same store sales	-8.3% ¹	-4.8% ²

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

Note 1: as compared to the Labour Day Holiday in 2018 from 29 April to 1 May 2018

Note 2: as compared to the Labour Day Holiday in 2018 from 29 April to 2 May 2018

From 1 May to 4 May 2019, the Group’s retail sales in Hong Kong and Macau markets declined by 0.4% on a year-on-year basis, while same store sales dipped 4.8%.

In comparison with the three-day Labour Day Holiday in 2018, the Group’s retail sales in Hong Kong and Macau markets dropped by 3.9%. The transaction volume of mainland tourists increased by 3.0%, however, the average sales per transaction decreased by 5.8%, leading to a 3.0% fall in mainland tourists’ sales. Same store sales declined by 8.3% as the sales to local consumers and mainland tourists decreased by 2.8% and 9.1% respectively. The weakness in trendy products and intensified competition impacted the Group’s sales performance.

The Group has been adjusting its product portfolio and expediting the roll-out of new and trendy products to adapt to changing consumer preferences. On 26 April, the Group’s retail store at Kowloon Hotel debuted the Seagrape Deep Hydrating Water Gel Mask of FAN BEAUTY, a beauty brand created by renowned Chinese artist Fan Bingbing (范冰冰), becoming the first physical cosmetic store to launch this new product globally. This new product was then exclusively available in all Hong Kong and Macau Sa Sa stores from 29 April. The new product has enriched the Group’s product portfolio and attracted increased traffic to its stores. Consumers are attracted by the charisma of celebrity and the appeal of the product features, resulting in both increased store traffic and sales performance. The Group endeavours to explore more new products with potential and balance its product mix to further build sales momentum. The Group believes that product

competitiveness will again start building up.

In the meantime, the Group will continue to adopt a proactive approach in formulating future sales and promotion strategies to achieve sustainable business development into the future.

The board of directors wishes to remind shareholders and potential investors that the above information is 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, 8 May 2019

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, SBS, JP*

Mr TAN Wee Seng