



Sa Sa Announces Unaudited Sales Updates for the Fourth Quarter (January to March 2018) of FY2017/18

Highlights

Group - Retail and Wholesale

	3 months ended 31 March 2018
Turnover (HK\$ million)	2,289.2
YoY % change	+14.4%

HK and Macau - Retail and Wholesale

Turnover (HK\$ million)	1,887.3
YoY % change	+17.8%
Same store sales YoY % change	+15.1%
Average sales per transaction (HK\$)	364
YoY % change	+5.8%
Total no. of transactions (million)	5.1
YoY % change	+12.1%

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.

(12 April 2018 – HONG KONG) – **Sa Sa International Holdings Limited** ('Sa Sa' or the 'Group', stock code: 0178) announced today the unaudited sales updates of the Group for the fourth quarter from 1 January to 31 March 2018.

For the fourth quarter from 1 January to 31 March 2018, the Group's retail and wholesale turnover increased by 14.4% on a year-on-year basis. The turnover in Hong Kong and Macau markets increased by 17.8%, while the same store sales increased by 15.1%. The sales performance was in line with our expectation and was mainly driven by the 12.1% growth in the total number of transactions. The number of transactions with local and mainland tourist increased by 7.9% and 17.3% respectively while the average sales per transaction also increased by 5.1% and 3.6% respectively.

The Group's retail and wholesale turnover in other markets outside Hong Kong and Macau (including Mainland China, Singapore, Malaysia, Taiwan and sasa.com) increased marginally by 0.8%.

Number of Stores / Counters by Market

	As at 31 March 2018	As at 31 March 2017	As at 31 December 2017
Hong Kong and Macau	118 [*]	116 [*]	119 [*]
Mainland China	55	56	56
Singapore	20	20	19
Malaysia	72	71 [*]	75
Taiwan	10 ^{**}	25	21
Total	275	288	290

^{*} Include one single-brand store

^{**} The Group announced on 21 February 2018 that it would close all its stores in Taiwan and expected that most of the stores in Taiwan would be closed by 31 March 2018

Dr Simon Kwok, SBS, JP, Chairman and Chief Executive Officer of the Group, said, “The retail sales in Hong Kong and Macau recorded continuously improving positive growth from the first to the fourth quarter of this fiscal year. This upward momentum is mainly driven by the increase in store traffic and consumer consumption. Benefitting from the retail market recovery, the Group stays optimistic about the outlook of Hong Kong and Macau markets and will continue to optimise product offerings and enhance customers’ shopping experience to cater for consumer demand in the fast changing markets.”

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