



Sa Sa Announces Sales Updates in Hong Kong and Macau for the First Two Months of 2018

(13 March 2018 – HONG KONG) – Sa Sa International Holdings Limited (“Sa Sa” or the “Group”, stock code: 0178), announces the unaudited sales updates of the retail business in Hong Kong and Macau during the first two months of 2018 from 1 January to 28 February 2018.

Hong Kong and Macau – Retail	<i>Year-on-Year Change during the first two months ended 28 February 2018</i>
Retail sales	+14.6%
Same store sales	+11.1%

For the period from 1 January to 28 February 2018, the Group’s retail sales in Hong Kong and Macau increased by 14.6% on a year-on-year basis while same store sales increased by 11.1%. The total number of transactions and the average sales per transaction increased by 9.0% and 5.2% respectively. The overall performance was in line with our expectations. Sales growth was mainly driven by the increase in store traffic and consumers consumption. The number of transactions with local and mainland tourist increased by 6.3% and 12.5% respectively while the average sales per transaction also increased by 4.6% and 3.6% respectively.

Benefitting from the retail market recovery, the Group stays cautiously 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.

Remarks:

(1) *Figures in the above table exclude adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.*

– End –