



Sa Sa Announces Unaudited Sales Updates for the Fourth Quarter (January to March 2017) of FY2016/17

Highlights

Group - Retail and Wholesale

	3 months ended 31 March 2017
Turnover (HK\$ million)	2,020.4
YoY % change	+4.9%

HK and Macau - Retail and Wholesale

Turnover (HK\$ million)	1,613.0
YoY % change	+5.8%
Same store sales YoY % change	+1.3%
Average sales per transaction (HK\$)	346
YoY % change	+1.5%
Total no. of transactions (million)	4.6
YoY % change	+4.2%

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.

(25 April 2017 – 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 2017.

For the fourth quarter from 1 January to 31 March 2017, the Group's retail and wholesale turnover increased by 4.9% on a year-on-year basis. 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 by 1.5% for the same period.

The retail sales in Hong Kong and Macau on a year-on-year basis turned positive and grew by 1.0% in the third quarter and showed further improvement in the fourth quarter with an increase of 5.8%. On a same store basis, the increase was 1.3% and was mainly driven by an increase of 8.0% in the number of transactions of mainland customers, which offset against the decrease of 1.3% in their average sales per transaction. The traffic of local customers remained flat, while the number of transactions and average sales per transaction remained stable.

Number of Stores/Counters by Market

	As at 31 March 2017	As at 31 December 2016
Hong Kong and Macau	116*	115*
Mainland China	56	56
Singapore	20	21
Malaysia	71*	73*
Taiwan	25	25
Total	288	290

* Include one single-brand store/ counter

Dr Simon Kwok, BBS, JP, Chairman and Chief Executive Officer of the Group, said, “The improvements in sales performances are due to the Group’s ongoing efforts to adjust product offerings to adapt to market demand for trendy products. This also caused a continued downward pressure on gross profit margin for the quarter.”

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