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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  
for the Third Quarter ended 31 December 2017**

The board of directors of Sa Sa International Holdings Limited (the “**Company**”) announces the unaudited sales update of the Company and its subsidiaries (the “**Group**”) for the third quarter from 1 October to 31 December 2017.

<b>Highlights</b>		
<b>Group - Retail and Wholesale</b>		
	<b>3 months ended 31 December 2017</b>	<b>9 months ended 31 December 2017</b>
Turnover (HK\$ million)	2,281.7	5,941.6
YoY% change	+6.5%	+3.4%
<b>HK and Macau - Retail and Wholesale</b>		
Turnover (HK\$ million)	1,890.7	4,874.3
YoY% change	+8.1%	+4.5%
Same store sales YoY % change	+3.7%	Flat
Average sales per transaction (HK\$)	367	343
YoY% change	+2.8%	+3.3%
Total no. of transactions (million)	5.1	14.0
YoY% change	+5.0%	+1.0%

*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.*

For the third quarter from 1 October to 31 December 2017, the Group’s turnover increased by 6.5% on a year-on-year basis. The turnover in Hong Kong and Macau markets increased by 8.1%, while same store sales increased by 3.7%. In particular, Hong Kong and Macau markets recorded a growth of 9.5% and 5.6% in retail sales and same store sales respectively in the month of December. Driven mainly by stronger store traffic, the overall sales performance was in line with our expectation. In the third quarter, the number of transactions with local and mainland tourist increased by 6.6% and 4.1% respectively while the total number of transactions increased by 5.0%. The average sales per transaction also increased by 4.2% and 2.8% respectively.

For the markets outside of Hong Kong and Macau, Mainland China, Singapore and Malaysia recorded growth of 13.0%, 3.6% and 3.9% in turnover respectively, while the turnover of Taiwan and E-commerce dropped by 5.5% and 21.9%.

The Group stays cautiously optimistic about the outlook of Hong Kong and Macau markets in the fourth quarter and will continue to optimise product offerings and enhance customers' shopping experience to cater for the demand in the fast changing markets.

#### **Number of Stores/Counters by Market**

	<b>As at 31 December 2017</b>	<b>As at 31 December 2016</b>	<b>As at 30 September 2017</b>
Hong Kong and Macau	119*	115*	116*
Mainland China	56	56	54
Singapore	19	21	19
Malaysia	75	73*	73
Taiwan	21	25	21
<b>Total</b>	<b>290</b>	<b>290</b>	<b>283</b>

\* *Include one single-brand store/ counter*

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