



## Sa Sa Announces Sales Updates in Hong Kong and Macau in the 2018 Chinese New Year Period

(27 February 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 Chinese New Year (the “CNY Period”) from 16 February to 22 February 2018<sup>(1)</sup>.

<b>Hong Kong and Macau – Retail</b>	<b>Year-on-Year Change in the CNY Period 2018 <sup>(1)</sup></b>
<b>Retail sales</b>	+16.0%
<b>Same store sales</b>	+12.2%

The Group’s retail sales in Hong Kong and Macau during the CNY Period <sup>(1)</sup> increased by 16.0% compared with last year, mainly due to the increase in inbound traffic of mainland tourists and stronger domestic consumption. According to the Hong Kong Immigration Department, the number of mainland tourists arrivals increased by 14.5% on a year-on-year basis during the CNY Period <sup>(2)</sup>. In Hong Kong market, the retail sales increased by 15.5%. Sales growth was mainly driven by the increase in transactions of mainland tourists and increase in the average sales per transaction of local customers, which grew by 18.9% and 9.7% respectively. The overall performance is in line with our expectations.

*Remarks:*

- (1) For the first seven days of 2018 CNY Period (i.e. 16 February to 22 February 2018) as compared to that of the corresponding period last year (i.e. 28 January to 3 February 2017).
- (2) Hong Kong Immigration Department’s statistics on Passenger Traffic during Lunar New Year festive period from 15 February to 21 February 2018.
- (3) Figures in the above table exclude adjustments according to the Hong Kong International Financial Reporting Interpretation Committee – Interpretation 13 on the bonus point scheme.

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