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)

Positive Profit Alert

This announcement is made by Sa Sa International Holdings Limited (the "**Company**" and its subsidiaries are collectively referred to as the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform shareholders and potential investors of the Company that based on its preliminary review of the unaudited consolidated management accounts of the Group for the five months ended 31 August 2026, the Group expects to record a profit attributable to owners of the Company of more than HK$150 million for the six months ending 30 September 2026, representing a substantial increase as compared with the profit attributable to owners of the Company of HK$50.2 million for the six months ended 30 September 2025.

The profit attributable to owners of the Company has shown a substantial rise, principally because:

(i) same-store sales, number of transactions, average sales per transaction and number of items per transaction in the Group's core markets of Hong Kong and Macao Special Administrative Regions increased significantly year-on-year; and
(ii) the Group's B2C online sales and profitability grew rapidly.

The information contained in this announcement is a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the five months ended 31 August 2026, prepared in accordance with the accounting principles generally accepted in Hong Kong and the information currently available to the Group. The information contained herein has not been reviewed, confirmed or audited by the auditor of the Company or reviewed by the audit committee of the Company. The financial results of the Group for the six months ending 30 September 2026 will be set out in the interim results announcement of the Company to be published by the end of November 2026.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Sa Sa International Holdings Limited
KWOK Siu Ming Simon
Chairman and Chief Executive Officer

Hong Kong, 21 September 2026

As at the date of this announcement, the directors of the Company are:

Executive Directors
Dr KWOK Siu Ming Simon, *SBS, JP* (Chairman and Chief Executive Officer)
Dr KWOK LAW Kwai Chun Eleanor, *BBS, JP* (Vice-chairman)
Mrs CHAN KWOK Sze Wai Melody, *MH, JP*
Ms KWOK Sea Nga Kitty
Mr CHUNG Ming Kit (Chief Financial Officer and Company Secretary)

Independent Non-executive Directors
Ms KI Man Fung Leonie, *GBS, SBS, JP*
Mr TAN Wee Seng
Prof The Hon CHAN Hiu Fung Nicholas, *BBS, MH, JP*
Ms LEE Yun Chun Marie-Christine