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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 Update for the Second Quarter ended 30 September 2026

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 second quarter from 1 July to 30 September 2026 (the "**Period**").

Turnover (HK\$ Million)	Second quarter of financial year 2026/27	Second quarter of financial year 2025/26	YoY change (%)
Offline Business			
Hong Kong & Macao	1,120.7	737.5	+52.0%
Southeast Asia	98.9	88.8	+11.4%
	1,219.6	826.3	+47.6%
Online Business			
B2C	154.3	126.0	+22.5%
B2B	39.9	78.5	-49.1%
	194.2	204.5	-5.0%
Total Turnover	1,413.8	1,030.8	+37.2%

Number of Offline Stores by Market*

	As at 30 September 2026	As at 30 June 2026	As at 30 September 2025
Hong Kong & Macao	90	87	84
Southeast Asia	72	73	73
Total	162	160	157

* The Group's store portfolio changes from time to time as leases are due for renewal and re-located in accordance with the Group's overall expansion plans.

Note: "Hong Kong" refers to "The Hong Kong Special Administrative Region of the People's Republic of China" and "Macao" refers to "The Macao Special Administrative Region of the People's Republic of China".

During the Period, the Group's ability to lead beauty trends, coupled with its effective marketing initiatives, continued to deliver positive results and drive the Group's total turnover to HK\$1,413.8 million, representing a year-on-year increase of 37.2%. The Group's total offline sales reached HK\$1,219.6 million, up 47.6% compared with the same period last year.

The Group rolled out a series of large-scale, high-impact marketing campaigns, coupled with different popular beauty bestsellers to drive the latest buzz and sparked conversations across the cities. These proved highly popular with Chinese Mainland visitors, driving a 52.0% year-on-year increase in offline sales in Hong Kong and Macao while same-store sales rose 46.9% year-on-year. Average sales per transaction, total number of transactions and number of items per transaction all recorded broad-based growth. Despite the rainy and typhoon season in Hong Kong and Macao, foot traffic and consumer sentiment in the market remained positive. Tourist districts such as Tsim Sha Tsui, Mong Kok and Causeway Bay remained particularly vibrant, which in turn drove strong store sales performance for the Group in those areas. The Group's operational optimisation strategy in Southeast Asia is gradually bearing fruit, with offline sales increasing by 11.4% year-on-year and recording positive growth on a local currency basis.

As at 30 September 2026, the Group operated a total of 162 offline stores, including five newly opened stores in Hong Kong during the first half of the current financial year to meet the growing local consumer demand.

Meanwhile, the Group strategically reduced lower-margin bulk B2B orders to prioritise inventory allocation for its higher-margin, rapidly growing offline retail and B2C e-commerce businesses. The Group also closely monitored inventory levels of best-selling products to ensure adequate stock availability across all sales channels. During the Period, online B2C sales increased by 22.5% year-on-year to HK\$154.3 million, further enhancing the profitability of the Group's online business.

The board of directors of the Company wishes to remind shareholders and potential investors of the Company that the above information is based on the unaudited management accounts of the Group which have not been reviewed nor audited by the auditors of the Company. Sales performance during the Period is affected by a series of factors; therefore, the operational information for the Period may not be able to reflect the Group's overall performance in a complete reporting period.

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 of directors
Sa Sa International Holdings Limited
KWOK Siu Ming Simon
Chairman and Chief Executive Officer

Hong Kong, 7 October 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