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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 of Offline Business in Hong Kong and Macao during The National Day Golden Week Holiday in 2026

The board of directors of Sa Sa International Holdings Limited (the "**Company**") announces the unaudited sales update of offline business of the Company and its subsidiaries (the "**Group**") in Hong Kong and Macao during the National Day Golden Week holiday from 1 to 7 October 2026 (the "**National Day Holiday**" or the "**Period**").

Offline sales in Hong Kong and Macao during the National Day Holiday	YoY change (%)
Offline Sales	Over 60.0%
Same-store sales	Over 50.0%

Building on the momentum achieved in the second quarter of the financial year 2026/27, sales remained robust during the National Day Holiday. The Group's offline sales in Hong Kong and Macao rose by more than 60.0% year-on-year, while same-store sales also grew by over 50.0% year-on-year. Total number of transactions, average sales per transaction and number of items per transaction all recorded significant year-on-year increases.

The Group also launched a "National Golden Week Shopping Festival", offering an array of shopping rewards. This was complemented by the Group's new-concept design stores in prime districts such as Mong Kok and Tsim Sha Tsui. Featuring playful, trend-led store design, dedicated themed product zones and interactive photo-worthy installations, these stores have effectively enhanced foot traffic and extended customer dwell time, further driving sales growth.

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".

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