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SA SA INTERNATIONAL HOLDINGS LIMITED

莎莎國際控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 178)

Positive Profit Alert

This announcement is made 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 Sa Sa International Holdings Limited (the “**Company**”) announces that based on its preliminary assessment of the unaudited consolidated management accounts of the Company and its subsidiaries (the “**Group**”), the Group expects to record a profit attributable to owners of the Company of approximately HK\$190 million to HK\$205 million for the year ended 31 March 2026, with a year-on-year increase of 147% to 166%.

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 (“**Hong Kong and Macao**”) increased significantly year-on-year;
- (ii) Improved operating efficiency of the online platform drove rapid growth in online business profitability; and
- (iii) Following the Group’s closure of offline operations in Chinese Mainland, related losses narrowed substantially and local operations achieved a turnaround.

Profit attributable to owners of the Company for the year ended 31 March 2025 was HK\$77.0 million.

Remarks:

- *The figures are based on the preliminary assessment of the latest unaudited management accounts of the Group for the year ended 31 March 2026.*
- *The actual results of the Group for the year ended 31 March 2026 have not been finalised and are subject to the review by the audit committee of the Company, or audit by the auditors of the Group.*
- *The annual results announcement for the year ended 31 March 2026 will be published before 30 June 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 of directors
Sa Sa International Holdings Limited
KWOK Siu Ming Simon
Chairman and Chief Executive Officer

Hong Kong, 15 April 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

Mr CHAN Hiu Fung Nicholas, *BBS, MH, JP*

Ms LEE Yun Chun Marie-Christine