



Sparkle Roll Group Limited (SEHK: 970)

Announces Annual Results for the 12 Months Ended 31 March 2011 Turnover Tripled to HK\$3.28 Billion

Automobile Distributorships Business Soared Bringing Revenue and Gross Profit Leap to a New High

Financial Highlights	For the Year ended 31 March (HK\$'000)		
	2011	2010	% Change
Turnover	3,286,688	1,080,054	+204.3
Gross profit	367,167	183,208	+100.4
Profit attributable to equity holders	182,859	113,663	+60.1
Final dividend (recommended)	HK 1 cent	HK0.3 cent	+233

(Hong Kong, 28 June 2011) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”)(SEHK: 970), which is principally engaged in distributorships of top-tier luxury goods in the PRC, announced its annual results for the 12 months ended 31 March 2011 (the “Year”). Turnover for the Year reached HK\$3,286,688,000 (2010: HK\$1,080,054,000), an increase of 204% from the previous year. The Group recorded a profit of HK\$182,859,000 (2010: HK\$113,663,000), representing an increase of 60.1% from previous year.

The strong profit growth was contributed by the outstanding performance from the automobile distributorships business, the revenue tripled to HK\$3,016 million (2010: HK\$892 million), accounting for over 90% of the Group’s total turnover. All ultra-luxury cars sales figures have hit record-breaking high, especially Rolls-Royce which outperformed with 295 units sold, representing a 10 times increase from the previous year. A total of 291 units of Bentley sold, representing an increase of 63% compared with 178 units sold during the previous financial year. In terms of Lamborghini, it has recorded an increase of more than twofold in sales of car units with 72 this financial year, compared with 33 units during the previous financial year. Income from after-sales services continued to grow 32% to HK\$54 million (2010: HK\$ 41 million)

With the openings of the points of sales for the super deluxe branded watches and the rolling of promotional activities, all the branded watches recorded satisfactory sales during the year, particularly with Richard Mille, contributing of nearly half of this sector’s total income with total sales of 120 watches. Another super brand, DeWitt doubled the sales during this Year compared with the last with a total of 150 watches sold. The sales of Parmigiani also doubled from the last financial year to reach HK\$26 million.

Since acquiring the top-tier branded jewelry business at the end of 2009, Boucheron has performed well with a total of 194 pieces of jewelry sold that tripled the figure of previous financial year. With the running of its Beijing boutique in early 2011 at Beijing Sparkle Roll Luxury World (Hua Mao), 3 high end jewelries of Federico Buccellati were sold. The performance of fine wines distributorships business was also encouraging, upon the opening of wine cellar in January 2011, sales recorded during this financial year jumped 50% to HK\$62 million.

Turnover by Segment	For the Year ended 31 March (HK\$'000)			
	2011	% of total turnover	2010	% of total turnover
Trading of cars and provision of after-sale services	3,070,935	92.4	892,595	82.7
Trading of branded watches	137,823	4.1	104,245	9.6
Trading of branded jewelries	16,065	0.5	2,053	0.2
Trading of fine wines	61,865	1.9	40,135	3.7
Comics and animation business	36,297	1.1	41,026	3.8
Total	3,322,985	100	1,080,054	100

Mr. Ivan Tong, Chairman of Sparkle Roll, said, “During the Year, Sparkle Roll’s Luxury Goods Division has increased to 14 brands and relationships in total, covering automobiles, watches, jewelries and fine wines. The new recruited brands and relationships include *Royal Asscher* (jewelry category), *Ulysse Cazabonne* and *Compagnie Medocaine des Grands Crus* (fine wine category), achieving great expansion of our consumer brands portfolio. This has called for a need to establish a retail presence, for the purpose of brand building and raising consumer awareness. A key effort in this respect is the recent opening of Beijing Sparkle Roll Luxury World (Hua Mao), representing a landmark building that helps strengthen the company’s reputation and long-term potential in the luxury sales of watches, jewelries and fine wines in China.”

Mr. Tong added, “Given the Mainland China’s promising prospect of luxury market, the Group will continue expanding its boundary to the luxury good sectors in the PRC. We have successfully secured the distributorships of Bentley in Tianjin and Lamborghini in Dalian that mark our debut in the second tier markets. More points of sales will be launched and one of the existing car showrooms will be renovated in the coming year. Looking ahead, we will continue to move beyond distributorships and establish our position as a brand manager, so as to create profit to our shareholders.”

About Sparkle Roll Group Limited (SEHK: 970)

Sparkle Roll Group Limited is principally engaged in the distributorships of top-tier luxury goods in the PRC, including distributorships of ultra-luxury automobiles such as Bentley, Lamborghini and Rolls-Royce in Beijing; exclusive distributorships of super deluxe branded watches Richard Mille, DeWitt, Parmigiani in the PRC; exclusive global distributorship of deLaCour’s BiTourbillon; cohesive partnership with top-tier branded jewelry Boucheron, and exclusive distributorships of Federico Buccellati and Royal Asscher in the PRC respectively; cohesive partnership with renowned French fine wines merchant Duclot Export in the PRC and distributorships of Bordeaux fine wines from renowned French fine wines merchants Maison Joanne, Ulysse Cazabonne and Compagnie Medocaine Des Grands Crus in the PRC.

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Issued by PR ASIA Consultants Limited on behalf of **Sparkle Roll Group Limited**.

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