



Sparkle Roll Group Limited (SEHK: 0970)

Announces Interim Results for the Six Months Ended 30 September 2011 Turnover Surged 69.25% to HK\$2.08 billion

Financial Highlights	For the six months ended 30 September 2011 (HK\$'000)		
	2011	2010	Change
Turnover	2,087,221	1,233,182	+69.25%
Gross profit	223,248	140,565	+58.82%
Profit for the period	111,606	32,222	+2.46 times
Profit attributable to owners of the company	111,923	32,610	+2.43 times
Interim dividend per share (Recommended)	HK0.5 cent	HK0.3 cent	+66.67%

(Hong Kong, 21 November 2011) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”)(SEHK: 0970) is principally engaged in distribution and dealerships of top-tier luxury goods in the PRC, announced its interim results for the six months ended 30 September 2011 (the “Period”).

During the Period, the Group recorded satisfactory turnover of HK\$2.08 billion (2010: HK\$1.23 billion), representing an increase of approximately 69.25% compared with the same period last year. Gross profit in the Period amounted to HK\$223.2 million (2010: HK\$140.6 million), representing an increase of approximately 58.82%. Profit for the Period was HK\$111.6 million (2010: HK\$32.2 million) with an increase of approximately 2.46 times. Profit attributable to equity holders was HK\$111.9 million (2010: HK\$32.6 million), representing an increase of approximately 2.43 times.

The Board would like to draw attention of shareholders and potential investors that the profit of the Group for the first 6-month period of last financial year ended 30 September 2010 was reduced substantially by non-cash nature expenses, as stated in recent positive alert announcement dated 1 November 2011.

The Board of Directors has recommended an interim dividend of HK0.5 cent per share (2010: HK0.3 cent).

The outstanding net profit growth was mainly attributable to overall strong performance in each segment. Automobile segment remained the major revenue contributor of the Group and recorded strong sales during the Period. Sales of Bentley, Lamborghini and Rolls-Royce reached HK\$1,926 million, an increase of 66.8% compared with the same period last year. The major contributor of this segment, Bentley, which accounted for almost half of the revenue of this segment, recorded substantial growth with 234 units sold, representing an increase of over 90% from the same period last year. The second major revenue contributor, Rolls-Royce, recorded an increase of 62.7% to approximately HK\$838 million with 142 units sold, as compared with 95 cars sold in the same period last year. Revenues from the after-sales services of this interim period was encouraging and reached approximately HK\$32.3 million, an increase of 88% compared with the same period last year.

With the openings of extended point of sales and flagship stores and diversified products offerings, the Group’s watch distributorships segment achieved strong growing performance, with turnover reaching approximately HK\$103 million during this interim period, an increase of 87.3% compared with the same period last year. Among the Group’s super brands, in particular, Richard Mille, benefited from extended point of sales in Beijing, Shanghai and a second-tiered city, recorded a drastic increase in sales volume to 96 watches from 34 pieces, as compared with the same period last year. The Group’s another super brand, Parmigiani, achieved an increase of approximately 16 times in sales volume with a total of 167 watches sold, compared with 10 in the same period last year, since the launch of its first China flagship in Beijing in October this year. In September of this year, the Group entered into a cooperation agreement initially for a period of 12 months with Buben & Zorweg Group based in Austria which is a top-notch manufacturer in OBJECTS OF

TIME which are a combination of watch winder, clocks (tourbillon), safes, wine fridge, humidor and additional functions as hifi system etc., in order to diversify the Group's product portfolio.

The jewellery distributorships segment, in particular, recorded a drastic sales growth of 176% with a turnover of approximately HK\$16.6 million (2010: 6 million) and a total of 221 pieces of jewelry sold, compared with 63 pieces during the previous financial year. The further sales growth was contributed by additional sales from the new point of sales locating in Beijing Sparkle Roll Luxury World (Hua Mao) opened in June this year in addition to the two Boucheron boutiques in Shanghai at Plaza 66 and Hong Kong Plaza. Moreover, Royal Asscher, a super brand in diamond and diamond jewellery has recently set up a new point of sales in Beijing Sparkle Roll Luxury World (Hua Mao).

With a strong list of Bordeaux and Burgundy fine wines, the fine wines dealerships segment recorded a turnover of approximately HK\$1.9 million with a total of 250 bottles of fine wines sold during the interim period, which leapt over 28 times in sales volume from the same period last year upon the opening of the cozy wine cellar named "Sparkle Roll Fine Wine" locating in "Beijing Sparkle Roll Luxury World (Hua Mao)" which was officially launched in June this year. The Group's private brand, Ex-Chateaux" (逸仕賞度), contributed a turnover of approximately HK\$7,400,000 during this interim period with a total of 43,032 bottles sold. In addition, investment on wine future or En Primeur 2010 recorded a fair value gain of approximately HK\$11.7 million.

Turnover by Segment	For the Year ended 30 September (HK\$'000)			
	2011	% of total turnover	2010	% of total turnover
Trading of cars and provision of after-sale services	1,958,501	93.83	1,172,511	95.08
Trading of branded watches	102,846	4.93	54,629	4.43
Trading of branded jewellery	16,565	0.79	6,018	0.49
Trading of fine wines	9,309	0.45	24	-
Total	2,087,221	100	1,233,182	100

Mr. Ivan Tong, Chairman of Sparkle Roll, said, "It is expected that China's luxury goods market will remain strong in the coming year. As such, the Group has strategically implemented expansion plans to capture the favourable market trend, with the launch of "Beijing Sparkle Roll Luxury World (China Headquarter)", a shopping mall complex in Beijing, together with a new showroom for a ultra-luxury car brand plus a service center operation with a mini luxury world in the first half of 2012, and increasing points of sales for jewellery. By enhancing our relationship with commercial bankers and continuously exploring top-quality products or brands to enrich our portfolio, we are confident that we are able to achieve sustainable growth and development in the growing PRC luxury market."

About Sparkle Roll Group Limited (SEHK: 0970)

Sparkle Roll Group Limited is principally engaged in the distribution and dealerships of top-tier luxury goods in the PRC, including dealerships 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 jewellery 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.

- End -

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

For enquires, please contact PR ASIA Consultants Limited:

Mr. Chow Tsz Lung / Ms. Kate Chan

Tel: (852) 3183 0232 / (852) 3183 0231

Fax: (852) 2583 9138

Email: tl.chow@prasia.net/ kate.chan@prasia.net