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Sparkle Roll Group Limited

Stock Code: 970.HK

Announces Annual Results for the 12 Months Ended 31 March 2012
Profit for the year increased 16.9% to HK$214 million

Financial Highlights (HK$'000)	**For the 12 months ended 31 March 2012**		
	2012	2011	Change
Revenue	**4,427,423**	3,286,688	+34.7%
Gross profit	**451,913**	367,167	+23.1%
Profit for the year	**213,688**	182,859	+16.9%
Profit attributable to owners of the company	**214,188**	183,677	+16.6%
Final dividend per share	**HK0.3 cent**	HK1 cent	-70%

(Hong Kong, 26 June 2012) – Sparkle Roll Group Limited ("Sparkle Roll" or "the Group")(Stock Code: 970.HK), principally engaged in the distribution and dealerships of top-tier luxury goods in the PRC, announced its annual results for the 12 months ended 31 March 2012 (the "Year").

During the year, the Group recorded satisfactory revenue of HK$4.42 billion (2011: HK$3.28 billion), representing an increase of approximately 34.7% compared with last year. Gross profit in the year amounted to HK$452 million (2011: HK$367 million), representing an increase of approximately 23.1%. Profit for the year was HK$214 million (2011: HK$183 million), approximately 16.9% increase compared to the previous year. Profit attributable to the owners of the company was HK$214 million (2011: HK$184 million), representing an increase of approximately 16.6%.

The Board of Directors has recommended a final dividend of HK0.3 cent per share (2011: HK1 cent).

Business Review

Automobile Distributorships

The Group's distributorship of Bentley, Lamborghini and Rolls-Royce continued to perform well this year as the Group's sale of ultra-luxury automobile recorded revenue of HK$4.11 billion (2011: HK$3.02 billion), representing an increase of approximately 36%. The growth was mainly driven by the strong sales of Bentley with 487 units sold during the year (2011: 291 units), an increase of approximately 67% compared with the previous year. The Group recently opened "Bentley Beijing Century Showroom" in Sanlitun, Beijing. The showroom is one of the largest Bentley showrooms worldwide, with a gross area of 1,135 square meters, and will be used to enhance marketing and sales activities in the China market. Sales growth of Lamborghini was steady with 79 units sold (2011: 72 units), approximately 9.8% increase compared with the last year.

During the year, the Group's Rolls-Royce dealership was commemorated with numerous awards for outstanding sales number. However, sales of Rolls-Royce decreased to 271 from 295 in the previous year when the Ghost model was first launched in the PRC market. Encouragingly, the Group's revenue from our provision of after-sales services rocketed as revenue closed to double from HK$53.9 million to HK$80.9 million.

Watch Distributorships
Due to effective cross-selling strategy among different products and the openings of more watches shops in Beijing and Shanghai, the performance of our super deluxe branded watch segment performed exceptionally well, particularly Parmigiani. A total of 319 Parmigiani watches (2011: 37 watches) were sold during the year, representing a drastic sales growth of approximately 8 times. Richard Mille outperformed and contributed over half of this segment's total revenue with 150 watches sold. Another super deluxe watch brand, DeWitt, recorded satisfactory sales compared with the previous year with a total of 102 pieces sold.

Jewellery Distributorships
Since commencing the top-tier branded jewellery business at the end of 2009, the jewellery segment has continually contributed well to the Group's revenue due to expansion of points of sales and the growing popularity of Boucheron in the PRC market. Sales of Boucheron more than doubled from 194 pieces in the previous year to 359 pieces, reaching around HK$33 million (2011: HK$16 million). Since joining our brand alliance in the second quarter of 2011, 9 Royal Asscher jewellery pieces have been sold during this year. Currently, both Boucheron and Royal Asscher have points of sales in "Beijing Sparkle Roll Luxury World (Hua Mao)", and the Group will continue to increase their points of sales and develop their sales network in the PRC.

Fine Wine Distributorships
With a strong list of Bordeaux and Burgundy fine wines, the fine wines dealerships segment recorded a turnover of HK$16.5 million, with 75,476 bottles (2011: 22,813 bottles) of fine wines sold. Sales of the Group's private label wine - "Ex-Chateaux" excelled during the year as its revenue quadrupled to HK$13 million compared to the previous year. On top of the existing wine cellar located in Beijing Sparkle Roll Luxury World (Hua Mao), the Group also plans to launch another wine cellar in Beijing Sparkle Roll Luxury World (China Headquarter) within the next few months.

Revenue by Segment (HK$'000)	**For the 12 months ended 31 March**			
	2012	% of total turnover	2011	% of total turnover
Sale of automobiles	**4,106,277**	92.7%	3,016,948	91.8%
Sale of branded jewellery	**35,854**	0.8%	16,065	0.5%
Sale of branded watches	**187,987**	4.3%	137,823	4.2%
Sale of fine wines	**16,453**	0.4%	61,865	1.9%
Income from provision of after-sale services	**80,852**	1.8%	53,987	1.6%
Total	**4,427,423**	100%	3,286,688	100%

Mr. Ivan Tong, Chairman of Sparkle Roll, said, "Despite global economic instability, China's luxury market continues to show strong growth. We believe that sales across all of our business segments will be boosted with the full launching of Beijing Sparkle Roll Luxury World (China Headquarter) as it increases points of sales for our brands. We are also focusing on opportunities to extend our business across first and second-tier cities in China, beginning with the launch of "Tianjin Sparkle Roll Luxury World" in the third quarter of 2012. To bridge east with west and foster cultural exchange, we are going to organize and co-sponsor the first "Beijing Sparkle Roll Luxury Brands Culture Expo 2012 Fall" from 6-9 September 2012 together with "China – Europe Association for Technical and Economic Cooperation under the Ministry of Commerce". We hope to hold this event on an annual basis. Through strategically implemented expansion planning and recent monetary easing measures, we are confident that we can successfully increase our presence and expand the luxury market in the PRC."

About Sparkle Roll Group Limited (Stock Code: 970.HK)
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 in Beijing and Tianjin, Lamborghini in Beijing and Dalian and Rolls-Royce in Beijing and Tianjin; 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 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. As for other businesses, in October 2011, the Group entered into a cooperation agreement with Buben & Zorweg Group, a top-notch manufacturer in OBJECTS OF TIME based in Austria.

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