Immediate Release 17 March 2013

Disposal of Interest in Subsidiaries at HK$113 Million
A Gain of HK$91 Million

(Hong Kong, 17 March 2013) – Sparkle Roll Group Limited ("Sparkle Roll" or "the Company")(SEHK: 0970), a leading distributor of top-tier luxury goods in the PRC, together with its subsidiaries (" the Group"), is pleased to announce that Sparkle Roll (France) Limited, the Company's indirect wholly-owned subsidiary, disposed 30% of the issued share capital in Sparkle Roll Brands Market Management Limited (Subject Company), the Company's indirect wholly-owned subsidiary, at a Consideration of RMB90,000,000 (equivalent to approximately HK$112,500,000) to Mr. Shi Lei. It is expected that the Group will recognise an unaudited gain of approximately HK$91,000,000 from the Disposal. The Subject Company will become an indirect 70% owned subsidiary of the Company upon completion of transaction.

The relevant proceeds will be used as general working capital for non-automobile businesses of the Group. With the injection of fresh capital in the form of the Consideration, Directors expect that the Group's gearing position can be lowered.

Mr. Shi Lei shall pay an amount of RMB45,000,000 (equivalent to approximately HK$56,250,000), representing 50% of the Consideration in cash; and the remaining balance in the amount of RMB45,000,000 (equivalent to approximately HK$56,250,000), representing 50% of the Consideration, shall be paid before 31 December 2013.

The principal business of the Subject Company is investment holding (100% holding company of Tianjin Heng Ying Tai Fu Trading Development Co. Ltd. ("TJHY") and Tianjin Xin Chang Tai Fu Trading Development Co. Ltd. ("TJXC")) and it is not engaged in any active business activities. TJHY is principally engaged in trading of luxury automobiles in Tianjin, the PRC; and TJXC is principally engaged in trading of luxury automobiles in Tianjin, the PRC.

The Consideration was determined after arm's length negotiations between the Vendor and the Purchaser on normal commercial terms with reference to the unaudited net assets value of the Subject Company, TJHY and TJXC as at 31 December 2012 and a multiplier of approximately 5.33 times as agreed by the Vendor and the Purchaser.

The Directors consider that the terms of the Disposal are fair and reasonable, on normal commercial terms and in the interests of the Company and the Shareholders as a whole.

About Sparkle Roll Group Limited (Stock Code: 0970.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 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 dealerships 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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