For immediate release **28 November 2014**

Sparkle Roll Group Limited
Stock Code: 0970.HK

Announced its 2014 Interim Results
Turned Profitability with Profit attributable to owners of the company of HK$3.5 million

Financial Highlights (HK$'000)	**For the six months ended 30 September 2014**		
	2014	2013	Change %
Revenue	**1,624,616**	1,526,346	+6.4
Profit / (Loss) for the period	**1,865**	(19,033)	Turned profitability
Profit / (Loss) attributable to owners of the company	**3,486**	(18,718)	Turned profitability

(Hong Kong, 28 November 2014) – Sparkle Roll Group Limited ("Sparkle Roll" or "the Group")(Stock Code: 0970.HK), which principally engaged in the distribution and dealerships of top-tier luxury goods in the PRC, announced its interim results for the 6 months ended 30 September 2014 (the "Period").

During the Period, the Group recorded revenue of approximately HK$1.6 billion (2013: HK$1.5 billion), representing an increase of approximately 6.5% compared with last interim period. Gross profit for the Period amounted to approximately HK$95.5 million (2013: HK$94.5 milion), representing an increase of approximately 1%. Net profit of HK$1.9 million was recorded for the Period (2013: Net loss of HK$19.0 million). Profit attributable to owners of the company was HK$3.5 million (Loss attributable to owners of the company in 2013: HK$18.7 million). The turnaround was mainly due to the increase in other income generated from the automobile segment which comprises of bonus from suppliers, income from insurance brokerage and income from training services.

The Board did not recommend the payment of an interim dividend for the 6-month period (six months ended 30 September 2013: Nil) in order to reserve capital to meet the upcoming challenges.

Business Review

Automobile Dealerships

The Group's revenue from the sales of ultra-luxury automobiles for the dealerships of Bentley, Lamborghini and Rolls-Royce were HK$1.5 billion (2013:HK$1.4 billion), representing an increase of approximately 3.9% compared with last interim period. Among the 3 ultra-luxury brands under our Group, Bentley has recorded positive sales results but Lamborghini and Rolls-Royce have experienced a drop in revenue during the Period. Bentley has performed the best with the largest sales increment. The strong sales of new model New Flying Spur V8 has led to the increase of sales to HK$797.7 million (2013: HK$599.5 million), representing an

increase of approximately 33.1%.

The units sales of Rolls-Royce was 97 units (2013:100 units), representing a decrease of 3.0% compared with the same period last year. A total of 8 units of Lamborghini were sold (2013: 31 units), representing a decrease of 74.2% compared with the same period last year.

Gross profit margins of Bentley and Lamborghini showed improvement while that of Rolls-Royce registered decline,while the Group continued to receive bonus from different brands, the Rolls-Royce.

Revenue from after-sales services during the Period performed beyond expectations. It reached approximately HK$74.8 million, respresenting an increase of 34.5% compared with the same period last year. The Group expects that after-sales services income will grow steadily in the upcoming financial periods.

Watch Dealerships

During the Period, the sales performance of the Group's super deluxe branded watch division performed satisfactorily with all three brands. For Richard Mille, a total of 45 watches amounting to HK$35.7 million were sold, a 45.2% increase from HK$21.1 million compared with the same period last year when 31 watches were sold. The Group believes the brand outperformed due to its niche positioning and target audience. During the Period, a total of 70 Parmigiani watches were sold (2013: 84 units), representing a decrease of 16.7% compared with the same period last year. Yet the sales revenue of HK$12.8 million was recorded (2013: HK$10.7 million), representing an increase of 19.6% compared with the same period last year. Another brand, DeWitt, recorded an increase in gross profit margin during the Period compared with the same period last year. A total of 10 watches were sold (2013: 17 units), representing a decrease of 41.2% compared with the same period last year.

Jewellery Distributorships

The sales of Boucheron, the first renowned top-tier brand that the Group acquired, reached around HK$16.9 million (2013: HK$17.6 million), representing a decrease of 4.0% compared with the same period last year. The Group is glad to see sales improvement after the iAPM Shanghai boutique rolled out in October 2013. Another renowned brand under the Group, Royal Asscher, recorded improved sales in the Period compared with the same period last year. Sales increased 26.7% compared with the same period last year, reaching around HK$1.124 million (2013: HK$0.887 million). The brand recently entered its foothold to Tianjin and Wuhan in September and November respectively.

Fine Wines Dealerships

Total sales of the wine division section was HK$2.7 million during the Period. Sales of top fine wines was HK$0.4 million (2013: HK$0.6 million). Sales of Ex-Chateaux (逸仕賞度), the Group's self-created Bordeaux wine brand, sold 16,915 bottles (2013: 19,293 bottles). The Group continues exploring a distribution network including e-commerce platforms for Ex-Chateaux (逸仕賞度). Following the Management Agreement on 12 May 2014 with a company beneficially 95% owned by Mr. Qi Jianhong, a substantial shareholder of the Group, to provide management service in the sales and marketing of Moutai Jackie Chan Liquor (茅台成龍酒) in the PRC, the Group received management fee of HK$1.2 million during the Period.

Other Distributorships

Buben & Zorweg, a top-notch Austrian manufacturer in Objects of Time, recorded sales of 10 pieces of high-end products (2013: 7 pieces), representing an increase of 42.9% compared with the same period last year.

For Bang & Olufsen, the Group was appointed as a non-exclusive retailer and distributor of the brand's branded audio and visual consumer electronics products in the PRC in January 2013, recorded sales amounting to HK$33.7 million (2013: HK$5.7 million), representing an increase of 492.6% compared with the same period last year. While the Group has made slight changes to the POS locations of B&O PLAY based on the sales performance of certain POS, its plan to have 37 B&O PLAY by the end of 2014 remains unchanged.

Revenue by Segment (HK$'000)	**For the 6 months ended 30 September 2014**			
	2014	**% of total turnover**	2013	% of total turnover
Sale of automobiles & after-sale services	**1,538,821**	**94.7**	1,464,354	95.9
Sale of branded watches	**53,205**	**3.3**	34,211	2.3
Sale of branded jewelleries	**18,112**	**1.1**	18,467	1.2
Sale of fine wines	**2,678**	**0.2**	3,625	0.2
Sale of audio	**11,800**	**0.7**	5,689	0.4
Total	**1,624,616**	**100**	1,526,346	100

Mr. Ivan Tong, Chairman of Sparkle Roll, said, "The automobile industry in the PRC encounters structural change due to the discontinuation of car distributorship and dealership registrations by brands, parallel import and average fuel consumption of passenger cars of automobile enterprises targeted at 6.9 litres per 100 kilometers in 2015. The Group is still cautiously optimistc towards the luxury goods markets in the PRC in view of the inherent demand for ultra-luxury autos throughout the PRC. Looking ahead, the Group will continue to adopt a prudent approach to increase our presence and expand our luxury goods market in the PRC. We are still committed to expanding the non-auto businesses to diversify our product portfolio in order to bring profitable returns to our shareholders in the future. The Group is still moving towards the consumer discretionary direction and we are going to acquire a non-exclusive dealership of a famous top-notch brand of Italian suits through a joint venture set-up during upcoming financial period. Separate announcement will be made shortly to provide our investors and shareholders more information. "

Riding on the success of the Group's recurring "Beijing Sparkle Roll Luxury Brands Culture Pinnacle Forum & Distinguished Exhibition" ("SR Luxfo") and 'Beijing Sparkle Roll Luxury Brands Culture Expo" ("SR Luxpo"), the Group has achieved the goal of acting as an interface between luxury brands and elites of the Chinese luxury industry, as well as further introducing the luxury brands culture from the world to China. Having enhanced the image of Sparkle Roll through SR Luxfo and SR Luxpo, the Group is glad that its luxury world concept will be able to radiate to the other parts of mainland China in the near future.

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 and Rolls-Royce in Beijing; dealerships of super deluxe branded watches Richard Mille, DeWitt, Parmigiani in the PRC; cohesive partnership with top-tier branded jewelry Boucheron, and exclusive license agreement using trademarks 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; approved dealerships of Chateau Latour, Domaine d' Eugenie, Chateau Margaux, Chateau de D' Yquem and Chateau Mouton Rothschild. As for other businesses, the Group also represents Buben & Zorweg Group, a top-notch manufacturer in OBJECTS OF TIME based in Austria and is the retailer and re-seller of B&O PLAY under Bang & Olufsen in the PRC with 37 POS by the end of 2014.

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