



## Sparkle Roll Group Limited (SEHK: 970)

**Announces Annual Results for the 12 Months Ended 31 March 2009  
Turnover Surged 3 times to HK\$611,530,000**

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**Sustainable Growth in Core Business of Top-tier Luxury Goods Distributorships  
Accelerating Expansion in PRC Market**

<b>Financial Highlights</b>	<b>For the Year ended 31 March (HK\$'000)</b>		
	<b>2009</b>	<b>2008</b>	<b>% Change</b>
Turnover	611,530	156,726	+3 times
Gross (loss)/profit	(16,148)	28,676	N/A
Profit attributable to equity holders	[(189,969)]	6,585	N/A

(Hong Kong, 22 June 2009) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”)(SEHK: 970) is principally engaged in distributorship of top-tier luxury goods in PRC, announced its annual results for the 12 months ended 31 March 2009 (the “Year”).

During the Year, Sparkle Roll achieved a turnover of HK\$611,530,000 (2008: HK\$156,726,000), representing an increase of 3 times compared with the same period last year. Net loss for the year amounted to HK\$189,969,000 (2008: Net profit of HK\$6,585,000). To preserve working capital for enlarging our top-tier luxury goods distributorships empire, the Board of Directors have decided not to propose dividend of this second half of 2008/2009.

The deterioration in profit was mainly attributable to the increase in impairment losses related to comics and animations businesses including (i) goodwill; (ii) intangible assets comprising comics books royalty, animations work-in-progress, film rights and (iii) intellectual properties in face of the worsened market conditions. As the impairment losses are non-cash in nature, the Group’s cash flow condition remains sound and unaffected.

<b>Turnover by Segment</b>	<b>For the Year ended 31 March (HK\$'000)</b>			
	<b>2009</b>	<b>% of total turnover</b>	<b>2008</b>	<b>% of total turnover</b>
Trading of cars and provision of after-sale services	435,679	71.2	N/A	N/A
Trading of branded watches	23,524	3.8	N/A	N/A
Multimedia development	57,863	9.5	47,051	30.0
Publication and distribution of comics books	94,464	15.5	109,675	70.0
Total	611,530	100	156,726	100

Commenting on this year's performance, Mr. Ivan Tong, Chairman of Sparkle Roll said, "Since the Group transformed its business nature to engaging in top-tier luxury goods distributorships in 2008, this business segment has dominated 75% of the company's turnover. The Group has seized the opportunity brought forth by the growth of the China's expenditure market, which is well reflected in the development potential of the China's demand for top-tier luxury goods. The Group will continue to acquire renowned international brands to further enlarge our brands portfolio under the luxury goods category of cars, watches and jewellery, to meet our goal of developing a top-tier distributorships empire.

Mr. Tong added, "Despite the financial downturn in 2008, China is on its way of making swift recovery from the global financial impact and its pace of recovery should stay ahead from the rest of the world. Thus we remain optimistic about the luxury goods market in the PRC, as the appetites for luxury goods of the emerging riches should revive along with the health state of China's economy."

**About Sparkle Roll Group Limited (SEHK: 970)**

Sparkle Roll Group Limited (SEHK: 970) is principally engaged in the distributorships of top-tier luxury goods, including top-tier automobiles, such as Bentley, Lamborghini and Rolls-Royce in Beijing; exclusive distributorships of branded watch "Richard Mille" and "DeWitt" in PRC, as well as engaging in comic publishing and multi-media development business in Hong Kong and PRC.

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

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