



Sparkle Roll Group Limited (SEHK: 970)

**Announces Interim Results for the Six Months Ended 30 September 2010
Turnover Surged 1.7 times to over HK\$1,264,110,000**

**Core Earnings Increased Thanks to Strong Growth in the Luxury Goods Division
Ultra Luxury Cars Segment Reported Encouraging Results**

Financial Highlights	For the six months ended 30 September 2010 (HK\$'000)		
	2010	2009	Change
Turnover	1,264,110	465,110	+ 1.7 times
Gross profit/(loss)	141,683	82,432	+ 72%
Profit attributable to equity holders	32,610	35,659	- 8.6%
Interim dividend per share (Recommended)	HK0.3 cent	HK0.5 cent	- 40%

(Hong Kong, 24 November 2010) – Sparkle Roll Group Limited (“Sparkle Roll” or “the Group”)(SEHK: 970) is principally engaged in distributorships of top-tier luxury goods in the PRC, announced its interim results for the six months ended 30 September 2010 (the “Period”).

During the Period, the Group recorded satisfactory turnover of HK\$1,264,110,000 (2009: HK\$465,110,000), representing an increase of approximately 1.7 times compared with the same period last year. Gross profit in the Period amounted to HK\$141,683,000 (2009: HK\$82,432,000). The net profit was HK\$32,610,000 (2009: HK\$35,659,000). Especially encouraging is a 48.6% rise in Luxury Goods Division's segment results which recorded HK\$88.3 million in this interim period, as compared with HK\$59.4 million of corresponding period last year. However, the performance of the Group was adversely affected by certain accounting treatments as follows:

1. Due to the issuance of stock option, the Group incurred financial expenses of an aggregate amount of approximately HK\$19 million.
2. There were financial expenses amounting to approximately HK\$8.9 million, including interest and fair value loss on call put options incurred by an issuance of convertible bonds to Och-Ziff funds. Such write-off incurred by the issuance of stock option is on a one-off basis during this interim period and there will no longer be any further financial expenses arising from the convertible bonds issued to Och-Ziff funds subsequent to the full conversion in October 2010.
3. The Group's comics and animation business has recorded a net loss of approximately HK\$13 million. The disposals of animation and comics publication were completed on 27 April 2010 and 18 November 2010 respectively in accordance with the respective sales and purchase agreements.

All of the above items are non-cash and one-off in nature.

The Board of Directors has recommended an interim dividend of HK0.3 cents per share (2009: HK0.5 cent).

Mr. Ivan Tong, Chairman of Sparkle Roll said, “We are pleased to announce a splendid performance in our Luxury Goods Division. We credited our company’s thrilling performance to fast economic development of China and a growing number of newly-rich people. Special credit is given to the thriving sales of the cars segment, representing a two-fold increase and the profit from provision of after-sales services remained strong. As car sales alone represented 91.9% of total revenues in this Period versus 70.9% in the same period last year, which dragged down the average gross margin from 17.7% to 11.2%. During the Period, we are also delighted to expand our finest red wine portfolio through partnering with Chateau Margaux and Domaine d’Eugenie and Maison Joanne Bordeaux in addition to Duclot Export, bringing us one step closer to completing the finest red wine portfolio. The remarkable result in the first six months of this year has showcased the Group’s determination to be a luxury brands management empire in the PRC.”

Turnover by Segment

	For the six months ended 30 September(HK\$'000)			
	2010	% of Total Turnover	2009	% of Total Turnover
Trading of cars and provision of after-sale services	1,172,509	92.8	337,630	72.6
Trading of branded watches	54,631	4.3	58,042	12.5
Trading of branded jewellery	6,018	0.5	N/A	N/A
Trading of fine wines	24	-	N/A	N/A
Comics and animations development	30,928	2.4	69,438	14.9
Total	1,264,110	100	465,110	100

Chairman Tong added, “Our Luxury Goods Division will continue to grow strongly with sustainable pace in the brands recruitment and shops opening areas respectively. We are also excited to have further fortified our foothold in the PRC with the opening of Sparkle Roll Luxury World in Beijing in December this year. In addition, we have entered into partnership with another Bordeaux fine wine merchant, Maison Joanne Bordeaux, to be the approved distributor for its fine wines in the PRC in November 2010. We are confident that our unique business model on top-tier luxury items is the most viable way to maximize shareholder value and bringing us triumph in the luxury market.”

About Sparkle Roll Group Limited (SEHK: 970)

Sparkle Roll Group Limited is principally engaged in the distributorships of top-tier luxury goods in the PRC, including distributorships 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 and exclusive distributorship with top-tier branded jewelry Boucheron and Federico Buccellati in the PRC respectively; cohesive partnership with renowned French fine wines merchant Duclot Export in the PRC and distributorships of Bordeaux fine wines from another renowned French fine wines merchant Maison Joanne 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:

Ms. Jenny Chan / Ms. Alice Li

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

Fax: (852) 2583 9138

Email: jenny.chan@prasia.net / alice.li@prasia.net