

For immediate release

30 November 2014



Sparkle Roll Group Limited
Stock Code: 970.HK

Granted Dealership of an Italian Luxury Menswear Brand Corneliani in the PRC and Macau

(Hong Kong, 30 November 2014) – 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, is pleased to announce that on 28 November 2014, Beijing Sparkle Roll Fu Sheng Trading Company Limited (北京耀萊服盛貿易有限公司)(“**Fu Sheng**”), a non-wholly owned subsidiary of the Group, entered into a License Agreement with Corneliani S.p.A. (“**Corneliani**”), an Italian Company which bears the international brand of high-end elegant menswear, Corneliani that grants Fu Sheng non-exclusive right to sell clothing articles and other menswear products of Corneliani Brand at shops to be opened in Beijing, Qingdao, Nanchang, Zhengzhou, Lanzhou, Fuzhou, Dalian in the PRC and Macau, for an initial term of five years commencing from 1 January 2015, which can be extended for an addition of five years upon further negotiation.

Mr. Ivan Tong, Chairman of Sparkle Roll, said, “As Corneliani Brand is an international brand of high-end elegant menswear, the cooperation between Fu Sheng and Corneliani will offer existing customers of the Group a wider range of luxury products and facilitate the Group’s expansion of its marketing and distribution businesses to more cities in PRC and Macau. The cooperation will enhance the Group’s competitive advantages in retailing of luxury products in the PRC and ultimately lead to the increase of shareholders’ value.”

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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