

For immediate release

2 October 2015



**Sparkle Roll Group Limited**  
**Stock Code: 970.HK**

**Sparkle Roll, and its wholly-owned subsidiary, CGL, and Switzerland-based Oettinger Davidoff AG, Entering into the Shareholders' Agreement to Form a New Joint Venture Company**

(Hong Kong, 2 October 2015) – Sparkle Roll Group Limited (“**Sparkle Roll**” or the “**Group**”) (Stock Code: 970.HK), principally engaged in distributorships and dealerships of top-tier branded consumer goods, is pleased to announce that the Group, and its wholly-owned subsidiary, Carnaby Group Limited (“**CGL**”) and Oettinger Davidoff AG (“**ODAG**”) entered into the Shareholders' Agreement in relation to the formation of the New Joint Venture Company.

Pursuant to the Shareholders' Agreement, ODAG agrees to subscribe for 499 Shares in the New Joint Venture Company, representing 49.9% of the total number of the issued shares at a total purchase price of US\$1.497 million (equivalent to approximately HK\$11.677 million), while CGL agrees to subscribe for 501 Shares in the New Joint Venture Company, representing 50.1% of the total number of the issued shares at a total purchase price of US\$1.503 million (equivalent to approximately HK\$11.723 million). The New Joint Venture Company shall be formed for the purpose of carrying out the developing Cigars & Smoker's Accessories Retail Business in the PRC. The business entails (a) the trading of the Cigars by buying from ODAG and reselling all of them to the State Tobacco Monopoly Administration of the PRC and/or its local branches; (b) the trading of the Smoker's Accessories by importing from ODAG and reselling all of them to Sparkle Roll Ding Sheng (Beijing) Trading Development Limited (“**Ding Sheng**”); and (c) giving recommendation to ODAG on the candidates of the Local Partners in the PRC.

In addition, as the New Joint Venture Company shall be responsible for the advertising and marketing activities in connection with the introduction, promoting and marketing of the Cigars and the Smoker's Accessories in the PRC, and ODAG agrees to grant to the New Joint Venture Company the non-exclusive right to use the Davidoff Trademarks and other various brands, trade names, logos and trademarks owned by or exclusively licensed to ODAG for conducting the marketing activities within the PRC.

Mr. Tong Kai Lap, Chairman of Sparkle Roll, said: “The Group is committed to put more efforts to develop and expand the non-auto business which are outside of the Group's traditional principal business in automobile dealership to diversify its product portfolio, and to expand the Group's top-tier branded consumer goods market in the PRC. Since the individual customers of the Group's existing principal business in top-tier automobiles are predominantly people with high spending power, the Businesses may create synergies with the Group's existing business segments as the end products in the Businesses are also perceived to have the same target customer group and market positioning of

premium branded cigars products, so as to bring profitable returns to the shareholders in the future.”

Mr. Hans-Kristian Hoejsgaard, CEO and Board member of Oettinger Davidoff AG, added: “The signing of this Joint Venture agreement heralds a new era in our relationship with Sparkle Roll and in our commitment to building the Davidoff business in China. This market represents the single largest business opportunity for Davidoff in our time and I am convinced that with this new Joint Venture we will be able to exploit that opportunity to its fullest. ”

#### **About Oettinger Davidoff AG (ODAG)**

The CHF 1.23 billion Oettinger Davidoff AG, with over 3,600 employees around the world, traces its roots back to 1875 and remains family owned to this day, with two distinctly different businesses: one that is focused on FMCG distribution in the Swiss market and one dedicated to the core business of producing, marketing and retailing premium branded cigars, tobacco products and accessories. The premium branded cigar business include Davidoff, AVO, Camacho, Cusano, Griffin’s, Private Stock, Zino and Zino Platinum. Oettinger Davidoff AG is anchored in a strong “crop-to-shop” philosophy, having pursued a vertical integration from the tobacco fields in the Dominican Republic, Honduras and Nicaragua to the worldwide network of more than 70 Davidoff Flagship Stores.

#### **About Sparkle Roll Group Limited (Stock Code: 970.HK)**

Sparkle Roll Group Limited is principally engaged in trading of top-tier automobiles, high-end watches and jewellery and other branded consumer goods in the PRC, Hong Kong, Macau and Malaysia, including dealerships of top-tier automobiles such as Bentley in Beijing and Tianjin, Lamborghini and Rolls-Royce in Beijing; dealerships of high-end branded watches Richard Mille, DeWitt, Parmigiani in the PRC; cohesive partnership with high-end 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 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 and 2 online stores under operations. On 28 November 2014, the Group entered into a License Agreement with Corneliani S.p.A., an Italian Company which bears the international brand of high-end elegant menswear, for its non-exclusive right to sell clothing articles and other menswear products of Corneliani Brand in the PRC and Macau.

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This press release is issued by PR Asia Consultants Limited on behalf of **Sparkle Roll Group Limited**.

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