

For immediate release

8 December 2015



Sparkle Roll Group Limited
Stock Code: 970.HK

Pinnacle Tasting Honor Style
Sparkle Roll Commences the Investment of a Channelled E-commerce Platform –
【Sparkle Roll Online】

(Hong Kong, 8 December 2015) – Sparkle Roll Group Limited (“**Sparkle Roll**” or the “**Group**”) (Stock Code: 970.HK), the leading distributor and dealer of top-tier luxury automobiles and goods in the PRC, is pleased to announce that the Group starts to accelerate the investment of a e-commerce platform – **【Sparkle Roll Online】**, with the concept of “luxury automobiles as a fulcrum, top-tier customer database as a soul” through internal resources integration. **【Sparkle Roll Online】** is an online trading and offline experience of the e-commerce business platform for our high-end customers with upgraded and exclusive services in order to give back our customers for their trusts and supports over the last ten years.

【Sparkle Roll Online】 will become a e-commerce platform with up-to-date information and trading details via a e-commerce website and a mobile apps. By means of Sparkle Roll Group’s three top-tier luxury automobiles including “Bentley”, “Rolls-Royce”, and “Lamborghini” in the PRC, we convert the automobiles consumption experience model from a traditional on-off consumption to a new consumption behavior by industry leading status, competitive advantages, beyond price and experience, and extraordinary marketing concept. No longer to be bothered by fake products or complicated information, high-end customers can easily and transparently go for details through **【Sparkle Roll Online】**. The specialty of **【Sparkle Roll Online】** will become a lifestyle in high-end circle personage.

Being the sophisticated representative of a channelled e-commerce platform, **【Sparkle Roll Online】** will rely on “Sparkle Roll Honor Club”, Sparkle Roll’s prestigious membership club and set up a noticeable and dedicated channel for Sparkle Roll Honor Club members on the platform in order to anti-import the person-to-person chamberlain service to the platform, offering a more direct, professional and effective interactive trading experience and service to all members. The Sparkle Roll Honor Club member exclusive discounts and activities will be shown on **【Sparkle Roll Online】** instantly to further improve the sense of value-adding and honor of members. Also, new customers conducting transactions and experiences through **【Sparkle Roll Online】** will be diverted to the Sparkle Roll Honor Club VIP system which forms a positive marketing cycle, and fully reflects the inherent qualities of a channelled e-commerce platform.

【Sparkle Roll Online】 will establish online channels for 10 categories, such as ultra-luxury cars, super deluxe branded watch, top-tier branded jewellery, finest red wines, niche luxury goods, high-end tour, investment and finance, dream mansion, celebrity club and the wonderland. Besides the dealerships of 28 luxury brands of Sparkle Roll will be put online, a limited cooperation with over 70

luxury brands and top-tier products flagship stores will be introduced at the initial stage, and targets to introduce no more than 300 brands. This will form a basic comprehensive coverage of luxury and top-tier brands of diverse consumption goods or investment products, bringing **【Sparkle Roll Online】** to be the leader of ultra high-end marketing industry of online consumption and offline experience. It is expected to meet the RMB50 billion transaction value targets by 2020 with over 50,000 accumulated high-end customers.

【Sparkle Roll Online】 Although it belongs to a channelled e-commerce platform, the Group will comprehensively rely on existing physical stores of Sparkle Roll Group and the physical stores of online cooperative luxury brand flagship stores and top products flagship stores due to the high value characteristics of online products in order to fully satisfy the offline experience expectations of luxury brands and clients, complete the final delivery and service process of products and achieve the combination of traditional high-end consumption experience and fashionable online browsing transactions.

【Sparkle Roll Online】 “Sparkle Roll Gold Coin” is the first-ever established consumption pattern for the “Sparkle Roll Honor Club” members. All online products have been marked as the special “Sparkle Roll Online” price and the “Sparkle Roll Gold Coin” price. “Sparkle Roll Gold Coin” price is available only to “Sparkle Roll Honor Club” members with a sense of superiority and value-added experience. This kind of online consumption will all pass through the setting of “Sparkle Roll Honor Club” of **【Sparkle Roll Online】** to ensure the security and privacy of transactions. The consumption standard of “Sparkle Roll Gold Coin” covered all the cooperation of luxury brand's flagship stores and top products flagship stores in order to share customer base and exclusive multi-win effect. Once the relative transaction is completed, Sparkle Roll Group on behalf of the Honor Club member is responsible to pay for all the transaction amounts to its online cooperation partners such as luxury brands and top product suppliers to ensure the transaction security and economic benefit with the online cooperation partners. “Sparkle Roll Honor Club” member can pick up the delivery from the stores of the online cooperation partners. At the same time, regarding the large transaction amount of online cooperation partners, **【Sparkle Roll Online】** will provide a commercial credit insurance guarantee plan to build confidence for cooperation partners.

【Sparkle Roll Online】 The channelled e-commerce platform project is a project of developing traditional business combined with reconstruction of business of Sparkle Roll Group. **【Sparkle Roll Online】** is also a successful combination of Internet+O2O and traditional luxury business. After initial stage preparation and planning, **【Sparkle Roll Online】** is expected to be officially launched in the second quarter of 2016 and will lead the industrial transformation and re-positioning of ultra-luxury automobiles, luxury goods retail and channelled e-commerce operation. Sparkle Roll Group will consolidate its industry leading and innovative position in the ultra-luxury automobiles, luxury goods retail and channelled e-commerce performance, high-end market and high-end customer interactive services via **【Sparkle Roll Online】**. **【Sparkle Roll Online】** will bring success and bright future to Sparkle Roll Group.

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. On 30 September 2015, the Group and Oettinger Davidoff AG entered into a shareholders' agreement for joint development of cigars and smoker's accessories retail business.

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

For enquiries, please contact **PR ASIA Consultants Limited**

Karin Chan / Jenny Lam

Tel : (852) 3183 0246 / 3183 0255

Fax : (852) 2583 9138

Email : SparkleRoll@prasia.net