

For immediate release

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Sparkle Roll Group Limited

Stock Code: 970.HK

Sparkle Roll Print Media 《SR Magazine》 Commences on WeChat Platform

(Hong Kong, 31 December 2015) – Sparkle Roll Group Limited (“**Sparkle Roll**” or the “**Group**”) (Stock Code: 970.HK), the leading dealer and distributor of top-tier luxury goods in the PRC, is pleased to announce that the Group starts to launch the luxury life style quarterly publication 《SR Magazine》 (ISSN 2305-6876) onto the e-media platform “WeChat”, with the name of **【SR Magazine WeChat】** starting from 31 December 2015.

Sparkle Roll published the first issue of 《SR Magazine》 in 2010 and has revised the new bimonthly edition in 2012 as the magazine is specially for the Group’s official media and prestigious membership club named “Sparkle Roll Honor Club”. Over the last five years, 《SR Magazine》 has clearly presented its extraordinary culture, professional services and systematic branding as the new core concept, contributing to the luxury and retail industry in PRC. 《SR Magazine》 targets on high-end customers in the PRC and providing the guidance of diversified luxury goods in order to raise consumer’s self-cultivation. It effectively provides a precise multi-dimensional platform for the world’s luxury brands to enter into the high-end consumer market in the PRC.

Sparkle Roll has been planning and organizing the **【SR Magazine WeChat】**, as the official online operator of Sparkle Roll for nearly 2 years since 2014, 《SR Magazine》 relies on the current and exclusive information and resources to comply with New Internet + New Media Industry as an overall objective and innovating an electronic and complex media platform combining with “Information Exchange + WeChat Business + WeChat Payment”.

The operation of **【SR Magazine WeChat】** will bring the breakthrough compare with traditional paper media and print media. Traditional messages will be inserted into “New Media + WeChat Business” mutual sharing platform. **【SR Magazine WeChat】** consolidates various operating features of media industry and business corporation, including “text, image, video, reading, browse, search, information dissemination, interactive instant interest, instantaneous dissemination, unlimited wireless Internet, content, exogenous and endogenous content import, WeChat Business, WeChat Payment and professional customer services”. In addition, to satisfy the experience and extended services of different online users, features such as users paying close attention to web browsing, interactive sharing and WeChat consuming will be installed.

【SR Magazine WeChat】 will have complementary advantages with the quarterly 《SR Magazine》 in order to achieve mutually beneficial and seamless connection. In order to reciprocate the readers of **【SR Magazine】** and the fans of **【SR Magazine WeChat】**, **【SR Magazine WeChat】** not only consists of all editorial contents of 《SR Magazine》 but also sets up a “SR WeChat Business”

channel including three WeChat Business brand products, i.e. the Danish famous audio brand of B&O PLAY series, Bordeaux Chateau wine brand of Ex-Chateaux products and series of Jackie Chan Maotai products as the demonstration page of “New Media + New Business”.

【SR Magazine WeChat】 as Sparkle Roll 's latest launch project of Internet + New Media + New Business, Sparkle Roll Group during the first phrase will inject no less than RMB 100 million of goods vouchers and discount vouchers (including 10% discount vouchers and cash vouchers, each cash voucher worths RMB 50 for purchasing one piece of good only, a total of 1 million vouchers will be given away), namely scan QR code vouchers, share vouchers, interest vouchers, online vouchers, buy one get one free vouchers, and so on. Those vouchers are valid in “SR WeChat Business” store. To be fair, brand product price of “SR WeChat Business” can be verified by the corresponding brand, Sparkle Roll Group's “T-mall” flagship store for precise price comparison. Sparkle Roll Group will monitor from time to time the demands and requirements of the customer base and readers of 【SR Magazine WeChat】 by providing not less than the 20,000 in-kind gifts as a project development support.

【SR Magazine WeChat】 will station at the hot spot of Sparkle Roll’s luxury brand stores including top-tier luxury cars of Bentley, Rolls-Royce, Lamborghini, high-end jewelleries of Royal Asscher, super-deluxe watches of Richard Mille, DeWitt, Parmigiani, Sparkle Roll fine wines, Davidoff cigar, and B&O PLAY audio products. Also, the Group’s brand marketing activities, customer activities, large-scale exhibitions and forums will be the highlighted spots. Connection of two million viewing users of related corporation “Sparkle Roll Jackie Chan Cinema Chain” will be the sharing hot spot. Before the year of 2020, super micro-channel service operation platform with millions of online users and super-wide new media business platform and integrated marketing platform will be formed to establish the industry leading and role model of 【SR Magazine WeChat】 .

【SR Magazine WeChat】 The historical launch of the “WeChat” platform is the milestone of the traditional luxury lifestyle magazine and another masterpiece of the “New Media + New Business = New Business Model” of Sparkle Roll. It is another move on the mobile wireless internet platform after Sparkle Roll officially announced the start of investing in the building of the channelled e-commerce platform of 【Sparkle Roll Online】 on 8th December 2015. We believe the rise of 【SR Magazine WeChat】 and 【Sparkle Roll Online】 will further accelerate the leading industry status of Sparkle Roll and provide unlimited power for the group's development in the coming five to ten years.

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. On 8th December 2015, the Group officially commenced in investing in the building of the channelled e-commerce platform of **【Sparkle Roll Online】** to develop the mobile wireless marketing platform.



QR code of **【SR Magazine WeChat】**

Scan for a gift

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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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