

For immediate release

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Sparkle Roll Group Limited
Stock Code: 970.HK

**Sparkle Roll Forms A Joint Venture Company with
 Swiss Oettinger Davidoff AG
 Jointly Developing China Cigars & Accessories Retail Business**

(Hong Kong, 21 January 2015) – 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 the Group and Oettinger Davidoff AG (“**ODAG**”) entered into a framework agreement for joint development of cigars and smoker’s accessories retail business in China.

Pursuant to the framework agreement, the Group shall arrange the joint venture company (“**JV Company**”), owned as to 50.1% and 49.9% by the Group and ODAG respectively, to be formed to carry out the retail business for the import and distribution of ODAG’s cigars and smoker’s accessories. It is envisaged that the detailed commercial terms for the JV Company will be discussed and agreed in a definitive agreement on or before 31 May 2015. After the signing of the definitive agreement, the Group and ODAG shall contribute US\$1,503,000 (equivalent to approximately HK\$11,723,000) and US\$1,497,000 (equivalent to approximately HK\$11,677,000) respectively into the share capital of the JV Company. The term of operation of the JV Company shall be three years commencing from the date of the definitive agreement.

Pursuant to the framework agreement, ODAG shall, through its affiliate company, be responsible for the strategic and operational supervision over the Davidoff cigar and smoker’s accessories brands in the PRC; while the Group shall, through its wholly-owned subsidiary established under the laws of the PRC, be responsible for communicating with the State Tobacco Monopoly Administration (“**STMA**”) and the relevant regional monopolies, and conducting quota negotiations with STMA. Besides, the Group shall be entitled to appoint three directors into the board of directors of the JV Company. Since the Group is deemed to have management control over the JV Company, the JV Company will be treated as a subsidiary within the Group.

Mr. Tong Kai Lap, Chairman of Sparkle Roll, said, “Apart from the traditional principal business in automobile dealership, the Group is committed to expand the non-auto business to diversify its product portfolio so as to expand the Group’s luxury goods market in the PRC. This business development with ODAG is the new business which is in line with the Group’s principal theme in sales and distribution of luxury and high-end consumer goods. We believe it will create synergies that beneficial for the Group’s development. Sparkle Roll will continue to increase the Group’s presence and expand the Group’s luxury goods market in the PRC to bring profitable returns to its shareholders in the future.”

About Oettinger Davidoff AG (ODAG)

The CHF 1.2 billion Oettinger Davidoff AG with over 3,500 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 its worldwide network of almost 70 Davidoff Flagship Stores.

About Sparkle Roll Group Limited (Stock Code: 0970.HK)

Sparkle Roll Group Limited is principally engaged in trading of luxury automobiles, watches and jewellery in the PRC and trading of fine wines in the PRC, Hong Kong and Macau, 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 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 as at the end of 2014. 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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