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Sparkle Roll Group Limited
耀萊集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 970)

CLARIFICATION ANNOUNCEMENT

This announcement is made by Sparkle Roll Group Limited (the "Company") in response to some articles which appeared in certain news reports and internet websites on 30 August 2013 and 31 August 2013 (the "Articles") regarding a news that L Capital, under LVMH Moët Hennessy • Louis Vuitton S.A. ("LVMH"), would become the second largest shareholder of the Company by acquisition of approximately 25% shareholding of the Company.

The Company wishes to clarify that the executive directors of the Company have not been involved in any business discussion or negotiation with L Capital or LVMH and the board of directors of the Company (the "Board") have not received any disclosure of interest from L Capital or LVMH so far. The Board cannot verify whether the information stated in the Articles is true or not at this stage. Moreover, the Board is not aware of any material merger or acquisition activities carried out by the Company at present.

* *for identification purpose only*

The Board will make further announcement as and when necessary in compliance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and applicable laws if the Board is aware of any important development that should be brought to the attention of the shareholders and potential investors of the Company.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Sparkle Roll Group Limited
Tong Kai Lap
Chairman

Hong Kong, 2 September 2013

As at the date of this announcement, the Company has three executive Directors, three non-executive Directors and three independent non-executive Directors. The executive Directors are Mr. Tong Kai Lap, Mr. Zheng Hao Jiang and Mr. Zhao Xiao Dong. The non-executive Directors are Mr. Zhang Si Jian, Mr. Gao Yu and Mr. Qi Jian Wei. The independent non-executive Directors are Mr. Choy Sze Chung, Jojo, Mr. Lam Kwok Cheong and Mr. Lee Thomas Kang Bor.