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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)

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") and pursuant to Rule 13.10 of the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules").

The board (the "Board") of directors (the "Directors") of Sparkle Roll Group Limited (the "Company", together with its subsidiaries, the "Group") has noted the increases in the price and the trading volume of the shares of the Company recently. Having made such enquiry with respect to the Company as is reasonable in the circumstances, the Board confirms that, save as disclosed in the announcements of the Company dated 9 and 27 November 2015 regarding the interim results of the Company for the six months ended 30 September 2015, the announcement of the Company regarding the resignation of Mr. Qi Jian Hong and in this announcement, the Board is not aware of any reasons that is or may be relevant to these movements or of any information which must be announced to avoid a false market in the Company's securities or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) ("SFO").

* *for identification purpose only*

As mentioned in the interim results announcement of the Company dated 27 November 2015, the Group intends to analyze and plan a large scale of e-commerce business operation to better seize the opportunities of the emerging e-commerce market. An update in this regard will be made as soon as practicably.

The Company will make further announcement(s) as and when appropriate pursuant to the requirements under the Listing Rules and the SFO.

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

This announcement is made by the order of the Company. The Directors collectively and individually accept responsibility for the accuracy of this announcement.

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

Hong Kong, 7 December 2015

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.