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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)

VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE –
PROPOSED INVESTMENT IN E-COMMERCE PLATFORM

Reference is made to the Interim Results Announcement of Sparkle Roll Group Limited (the "Company", together with its subsidiaries, the "Group") dated 27 November 2015 where it was mentioned that 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.

The board (the "Board") of directors of the Company wishes to announce that the Company has decided to commence its investment in establishing an e-commerce platform, namely "Sparkle Roll Online", in order to capture the e-commerce market. It is intended that such e-commerce platform will be accessible through Internet and mobile apps. To leverage the experience of the Group as the leading distributor and dealer of top-tier luxury goods, there will be 10 different categories of online channels for ultra-luxury cars, super deluxe branded watches, top-tier branded jewelleries, finest red wines, niche luxury goods, high-end tours, investment and finance, dream mansion, celebrity club and the wonderland respectively. Apart from the brands currently distributed by the Group, it is intended to introduce 70 new luxury brands initially on the platform and the Group's target is to have no more than 300 brands available on the platform.

* *for identification purpose only*

Moreover, to reward our customers, we shall organize "Sparkle Roll Honor Club" special channel to provide more personalized services to them. Members of the "Sparkle Roll Honor Club" can get access to the information on the latest promotion activities of the Group from such special channel. Besides, for every online luxury product, it will be marked with "Sparkle Roll Online" price and "Sparkle Roll Gold Coin" price. The latter is designed for the members of "Sparkle Roll Honor Club" only.

The Group targets to launch the "Sparkle Roll Online" in the second quarter of 2016 and expects that by 2020, the transaction value and the number of high-end customers can reach RMB50 billion and 50,000 respectively.

Shareholders and potential investors of the Company are reminded that the above are the Group's current plan and there may have deviation when the e-commerce platform is actually launched. They should exercise extreme caution when dealing in the shares of the Company.

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

Hong Kong, 8 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.