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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)

POSITIVE PROFIT ALERT

This announcement is made by Sparkle Roll Group Limited (the "Company" together with its subsidiaries, the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the "SFO").

The Board wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group, it is expected the interim results of the Group for the six months ended 30 September 2014 will record a slight profit compared to a net loss for the six months ended 30 September 2013.

The information contained in this announcement is only based on a preliminary assessment made by the Board on the information currently available to it, including the unaudited consolidated management accounts of the Group for the six months ended 30 September 2014 which have not yet been reviewed by the Company's auditor. The Company is still in the course of preparing and finalizing its interim financial results for the six months ended 30 September 2014 which is scheduled to be announced on 28 November 2014.

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

* *for identification purpose only*

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The Board wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the unaudited consolidated management accounts of the Group, it is expected the interim results of the Group for the six months ended 30 September 2014 will record a slight profit compared to a net loss for the six months ended 30 September 2013.

The expected slight profit for the Group was mainly due to (i) the substantial increase in other income generated from the automobile segment which comprises of bonus from suppliers, income from insurance brokerage and income from training services, while the automobile segment achieved a modest increase in revenue but recorded a slight decrease in gross profit margin; but offset by (ii) significant increase in selling and distribution costs of the Group.

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Shareholders of the Company and public investors are advised to 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, 14 November 2014

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.