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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 EXCLUSIVE LICENSE AGREEMENT USING TRADEMARKS OF ROYAL ASSCHER

This announcement is made by Sparkle Roll Group Limited (the "**Company**") on a voluntary basis.

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to announce that Sing Chance Group Limited ("**Sing Chance**"), a wholly owned subsidiary of the Company, entered into a trademarks license and distribution agreement (the "**Exclusive License Agreement**") with Royal Asscher Diamond Company ("**Royal Asscher**") on 29 January 2013. Pursuant to the Exclusive License Agreement, Sing Chance is granted an exclusive right to use the Royal Asscher trademarks on diamond and diamond accessories within the People's Republic of China (the "**PRC**", which for the purpose of this announcement, includes Macau but excludes Hong Kong and Taiwan) with effect from 1 February 2013 for a term of ten years expiring on 31 January 2023 with an option to renew for an additional period of ten years upon expiration. In consideration of such exclusive right, Sing Chance will pay certain license fees to Royal Asscher during the subsistence of the Exclusive License Agreement.

* *for identification purpose only*

Royal Asscher stands as a renowned international diamond company which has a legendary European heritage and an exclusive clientele of international royalty and celebrities while the Company has expertise in marketing and distribution of top-tier luxury products and in-depth insight to the luxuries industry. The Directors consider the cooperation between Sing Chance and Royal Asscher will substantially increase the Company's market presence in terms of its diamond and high-jewellery business in the PRC in an innovative and prudent manner, further strengthen the Company's position and scale in the PRC's non-automobile market and definitely bring valuable synergy to the brand in continuing the Royal Asscher legacy and facilitating its growth and expansion in Asia.

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

Hong Kong, 29 January 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.