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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)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record a substantial loss for the year ended 31 March 2015 as compared with a net profit recorded for the year ended 31 March 2014 based on a preliminary assessment by the Board in accordance with the latest unaudited consolidated management accounts of the Group which have not yet been reviewed or audited by the Company's auditor.

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

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**").

* *for identification purpose only*

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that based on the preliminary assessment of the unaudited financial information currently available to the Board, the Group is expected to record a substantial loss for the year ended 31 March 2015 as compared with a net profit recorded for the year ended 31 March 2014.

This expected loss was mainly as a result of (i) decrease in revenue and gross profit from sales of automobiles, watches and jewelries due to the PRC government's anti-extravagance policies which adversely impacted the demand for the Group's luxury products particularly in the fourth quarter of the current financial year; (ii) approximately HK$10,000,000 losses on forward foreign exchange contracts as a result of the depreciation of the Euro and Swiss Franc against Hong Kong dollars; and (iii) approximately 30% increase in finance costs arising from purchase of automobiles in the fourth quarter of the current financial year.

In addition, in view of the persistent operating losses in watch, jewelry and fine wine segments, the Board expects that the Group might also incur impairment losses on certain carrying amounts of intangible assets, property, plant and equipment, in which a substantial amount of impairment losses might be incurred in the business of such segments. Furthermore, due to decline in financial performance of the automobile business, there is also an impairment indication for the goodwill. Therefore, the Board expects that such impairment losses will further adversely affect the results of the Group for the year ended 31 March 2015.

At present, the actual basis and the amount of the impairment losses cannot be ascertained by the Board and the Group is in progress to review the impairment assessment. However, the Board wishes to inform the Shareholders and potential investors that the impairment losses are accounting related adjustments. As such losses are non-cash in nature, they do not affect the Group's cash flow condition.

The information contained in this announcement is only based on a preliminary assessment by the Board in accordance with the latest unaudited consolidated management accounts of the Group, which have not yet been reviewed or audited by the Company's auditor. The Group's results for the year ended 31 March 2015 are expected to be published before the end of June 2015.

Shareholders and potential 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, 13 April 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.