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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)

CLARIFICATION ANNOUNCEMENT

This announcement is made by Sparkle Roll Group Limited (the "Company", together with its subsidiaries, the "Group") in response to some articles which appeared in certain news reports and internet websites on 22 March 2016 (the "Articles") regarding a news that "Sparkle Roll Group Limited" ("SRGL") confirmed dialogue about potential public offer for all shares in Bang & Olufsen a/s ("Bang & Olufsen").

After clarification with Mr. Qi Jian Hong, a substantial shareholder of the Company ("Mr. Qi"), the Company wishes to clarify that SRGL is a private company incorporated in the British Virgin Islands and is wholly-owned by Mr. Qi. The negotiation was made by Mr. Qi on behalf of SRGL only with Bang & Olufsen. None of the directors of the Company has been involved in any acquisition negotiation with Bang & Olufsen. The Group has been the retailer and re-seller of B&O PLAY under Bang & Olufsen in the PRC since 2013. Save as above, there is no relationship between SRGL and any member of the Group. Moreover, the Board is not aware of any material merger or acquisition activities carried out by the Company or any member of the Group at present.

By Order of the Board
Sparkle Roll Group Limited
Li Yat Ming
Company Secretary

Hong Kong, 23 March 2016

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. Zhu Lei. 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.

* *for identification purpose only*