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SUCCESS

SUCCESS UNIVERSE GROUP LIMITED

實德環球有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 00487)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Listing Rules and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record an unaudited consolidated profit after tax for the six months ended 30 June 2013 as compared with an unaudited consolidated loss after tax for the six months ended 30 June 2012.

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

This announcement is made by Success Universe Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that the Group is expected to record an unaudited consolidated profit after tax for the six months ended 30 June 2013 as compared with an unaudited consolidated loss after tax for the six months ended 30 June 2012. Notwithstanding the performance of the Group’s travel business was affected by the unfavourable global economy and a segment loss for the six months ended 30 June 2013 was expected to be recorded as compared with a segment profit for the six months ended 30 June 2012, the Group’s unaudited consolidated profit after tax was mainly attributable to (i) a gain recognized on derecognition of a long term payable as a result of the acquisition of the entire equity interest of Maruhan Corporation (“**Maruhan**”) in World Fortune Limited (“**World Fortune**”, an indirect subsidiary of the Company) and the entire amount of the shareholder’s loans provided by Maruhan to World Fortune by Golden Sun Profits Limited, an indirect subsidiary of the Company, pursuant to the exercise of option by Maruhan (“**Acquisition**”) which was completed on 21 May 2013, details of the Acquisition were disclosed in the Company’s announcements dated 18 February 2013 and 28 March 2013 as well as the Company’s circular dated 29 April 2013; and (ii) the improved performance of Ponte 16, the Group’s flagship investment project, and the Group is expected to share a profit of the associates relating to Ponte 16 (the “**Associates**”) for the six months ended 30 June 2013 while the Group shared a loss of the Associates for the six months ended 30 June 2012.

The Company is still in the process of finalizing the unaudited interim results of the Group for the six months ended 30 June 2013. The information contained in this announcement is only based on a preliminary assessment by the Board with reference to the draft unaudited consolidated management accounts of the Group, which have not been reviewed by the Company’s auditors or the audit committee of the Board and is subject to adjustments. Shareholders of the Company and potential investors should read the Company’s announcement regarding the unaudited interim results of the Group for the six months ended 30 June 2013 carefully which is expected to be published in late August 2013.

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

By order of the Board of
SUCCESS UNIVERSE GROUP LIMITED
Yeung Hoi Sing, Sonny
Chairman

Hong Kong, 5 August 2013

As at the date of this announcement, the Board comprises two executive directors, namely Mr. Yeung Hoi Sing, Sonny (Chairman) and Dr. Ma Ho Man, Hoffman (Deputy Chairman); one non-executive director, namely Mr. Choi Kin Pui, Russelle; and three independent non-executive directors, namely Mr. Luk Ka Yee, Patrick, Ms. Yeung Mo Sheung, Ann and Mr. Chin Wing Lok, Ambrose.