

Press Release

[For immediate release]

Success Universe Announces 2012 Annual Results

Records Solid Growth in Turnover and Gross Profit

Highlights

- Total turnover grew by approximately 11% yoy to approximately HK\$1,635.0 million
- Gross profit grew by approximately 23% yoy to approximately HK\$87.9 million
- EBITDA* of the flagship investment project Ponte 16 increased to approximately HK\$331.5 million
- Travel business achieved approximately a 10% growth yoy in turnover amounting to approximately HK\$1,543.9 million
- Cruise ship business delivered solid growth in turnover, up by approximately 16% yoy to approximately HK\$80.4 million
- Lottery business completed the testing of technology service platform and commenced operations in late 2012

27 March 2013, Hong Kong – Success Universe Group Limited (“Success Universe” or the “Company”; Stock Code: 00487.HK), today announced the consolidated annual results of the Company for the year ended 31 December 2012.

The Company delivered improved performance in 2012, as a result of successful efforts to tap opportunities in different sectors of China, the fast-growing market. Turnover of the Company for the year ended 31 December 2012 increased by approximately 11% year-on-year to approximately HK\$1,635.0 million (2011: approximately HK\$1,468.5 million). Gross profit grew by approximately 23% to approximately HK\$87.9 million (2011: approximately HK\$71.6 million). Loss attributable to owners of the Company narrowed to approximately HK\$33.0 million (2011: approximately HK\$77.7 million).

* EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortisation

Loss per share was 0.83 HK cents in 2012 versus 3.18 HK cents in 2011.

The Directors of the Company do not recommend any payment of a final dividend for the year ended 31 December 2012 (2011: Nil).

Commenting on the Company's performance, Mr. Sonny Yeung, Chairman of Success Universe, said, "Despite the challenging economic environment, we were able to cope with the difficult market conditions and delivered improved performance. Such encouraging results were achieved through effective implementation of our business development strategy and the enhancement in synergies between our core business units and our flagship investment project Ponte 16."

Travel Business

The travel business attained balanced growth in turnover, which increased by approximately 10% to approximately HK\$1,543.9 million (2011: approximately HK\$1,398.8 million). The growth was attributable to effective marketing strategies to focus on the high-end market segment and expand its clientele in China. Ticketing revenue rose to approximately HK\$1,443.9 million, compared with approximately HK\$1,315.8 million in 2011. Profit in this segment amounted to approximately HK\$1.1 million (2011: loss of approximately HK\$11.2 million), because a major operational upgrade was carried out in the review year to enhance long-term cost efficiency and competitiveness of the business.

Cruise Ship Business

The cruise ship business posted improved performance during the year under review, mainly due to increase in leasing and management fee income. The cruise ship, M.V. Macau Success, in which Success Universe has a 55% interest, recorded

approximately 16% growth in turnover to approximately HK\$80.4 million in 2012 (2011: approximately HK\$69.6 million). The business segment posted a profit of approximately HK\$2.9 million during the year, compared with a segment loss of approximately HK\$7.8 million in 2011.

Lottery Business

Success Universe completed the testing of its technology service platform for lottery business and commenced operations in late 2012. It offers sports lottery sales agency services to the sports lottery centers in Jiangxi and Qinghai provinces in China through the subsidiaries of a joint venture company of the Company (the “JV Company”). Success Universe also upgraded the business website 128cai.com (www.128cai.com) to enrich its content offering to customers. The website provides information and hot tips on the lottery market and round-the-clock online customer services.

Turnover in the lottery business segment was approximately HK\$10.7 million in 2012 (2011: approximately HK\$100,000). The segment posted a loss of approximately HK\$21.9 million in 2012 (2011: approximately HK\$31.2 million).

Flagship Investment Project - Ponte 16

Ponte 16 benefited from the healthy growth of gaming industry of Macau in 2012, and achieved improved performance in 2012. Its EBITDA* rose approximately 5% to approximately HK\$331.5 million (2011: approximately HK\$316.8 million). The performance of both the mass market and VIP segments were also satisfying. Success Universe’s shared profit of the associates relating to Ponte 16 in 2012 amounted to approximately HK\$9.4 million (2011: approximately HK\$3.3 million).

* EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortisation

As of 31 December 2012, the casino of Ponte 16 had 109 gaming tables, 82 of which were mass gaming tables, 9 were high-limit tables and 18 were VIP tables.

In 2012, Ponte 16 introduced new elements to enrich the journey of its guests and stepped up its marketing initiatives to expand its clientele. During the year, Ponte 16 opened a boutique French cuisine restaurant “Privé” offering guests an exceptional private dining setting. In addition, Ponte 16 co-organised “Michael Jackson’s Wardrobe – Gorgeous 25 Years” exhibition tour with New World Department Store China Limited for the second consecutive year from October to November 2012. The exhibition tour, held in Chongqing, Changsha and Wuhan in China, showcased precious collectibles worth over HK\$10 million, including Michael Jackson’s famous white rhinestone glove when he premiered his trademark Moonwalk Dance and his autographed jacket. As a tribute to Michael Jackson, a joint promotion with PepsiCo Hong Kong was organised in late 2012. Ponte 16 also selectively held a variety of events, including a wedding fair, a French photography exhibition, a music festival and a concert.

Attribute to these initiatives, Ponte 16 reached a more diversified clientele with the consistently high occupancy rate at the award-winning five-star hotel, Sofitel Macau At Ponte 16, throughout the year.

Prospects

Leveraging its successful niche market track record, Ponte 16 is set to introduce more elements to offer guests ultimate relaxation and comfort whether they are visiting Macau for cultural or leisure purposes. Some of the new initiatives for 2013 include opening a new Chinese restaurant to offer authentic Cantonese cuisine and introducing a “French Provence” themed spa. Also, Ponte 16 is going to introduce various lucky draws throughout the year to celebrate its fifth anniversary and to recognise the loyalty and

support of its customers.

In terms of marketing efforts, Ponte 16 is planning to organise exhibition tour in different cities in China, as a means to further broaden its customer base in China and jointly develop a series of promotional campaigns with travel-related partners that highlight the history and culture of Macau.

The Phase 3 Project is in progress and will consist of an entertainment and recreation complex that houses a brand new shopping arcade, dining destinations and space for gaming expansion. The new phase is set to be another revenue contributor for Ponte 16 in the future.

In regard to the lottery business, new regulations created and enforced by the Chinese authorities will allow Success Universe to better capture opportunities in the market. The new rule for lottery distribution and sales management methods 《彩票發行銷售管理辦法》 implemented by the Chinese authorities since January 2013 is expected to create a healthier operating environment in China. The Company is in the process of increasing the share capital of its subsidiary of the JV Company so as to further expand its lottery business in China. Meanwhile, Success Universe is planning to kick off its marketing initiatives to create the profile and visibility of 128cai.com amongst corporate and retail customers. The lottery business will become a new driving force for the Company.

On the travel front, Success Universe will continue further penetration into the high-end market by enhancing MICE (Meeting, Incentive, Convention and Exhibition) and FIT (Free Independent Traveller) business. It is expected that the business will pick up with the reviving economic sentiment in the upcoming year.

Commenting on Success Universe's prospects, Mr. Yeung said, "We are cautiously optimistic towards the gaming, entertainment and tourism as we foresee growing demands from Asia, in particular China amid the volatile economic climate. We will continue to maintain the course of our existing growth strategy whilst actively seek opportunities for business expansion to further enrich our portfolio of assets to maximise value for shareholders."

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About Success Universe Group Limited

Success Universe Group Limited is listed on The Stock Exchange of Hong Kong Limited (Stock Code: 00487.HK) and is the flagship of Success Universe Group. The Company, through its subsidiaries, operates travel, cruise ship leasing and management and lottery businesses. It also actively involves in gaming, entertainment and tourist-related industries through its investment project Ponte 16, a world-class integrated casino-entertainment resort located in the Inner Harbour of Macau.

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