



SUCCESS UNIVERSE
GROUP LIMITED
實德環球有限公司

Press release

(For immediate release)

Success Universe Announces 2009 Interim Results

**Ponte 16 achieved improving performance
amid the challenging operating environment**

**Casino of Ponte 16 generated a stable monthly gross gaming revenue
Sofitel Macau At Ponte 16 showed a steady increase in occupancy rate**

Results Highlights

- Total turnover increased to approximately HK\$593.6 million despite challenging environment
- The loss incurred by the investment project – Ponte 16 shared by the Company narrowed down to HK\$59.3 million
- “Mansion at Sofitel”, the VIP mansion at Sofitel Macau At Ponte 16 was launched in 2009 and the hotel showed a steady increase in occupancy rate

16 September 2009, Hong Kong – Success Universe Group Limited (“Success Universe” or the “Company”; Stock Code: 00487.HK), today announced the unaudited consolidated interim results of the Company for the six months ended 30 June 2009.

During the period under review, the turnover of the Company was approximately HK\$593.6 million, compared to the six months ended 31 March 2008 of approximately HK\$50.2 million. Gross profit was approximately HK\$53.3 million (2008: approximately HK\$47.8 million). Loss attributable to equity shareholders of the Company amounted to approximately HK\$87.2 million (2008 (restated): approximately HK\$79.7 million). Loss per share for the reporting period was 3.57 HK cents (loss per share in 2008 (restated): 3.34 HK cents).

The loss during the reporting period was due to lower profit contribution from the cruise business as a result of lower leasing income. The Company's shared loss of the associates relating to Ponte 16 (the "Associates") during the period under review amounted to approximately HK\$59.3 million (2008: approximately HK\$64.3 million), which was due to the high depreciation and amortisation charges during the period. However, Ponte 16 gradually picked up its business and opportunities from casino to deliver a positive EBITDA¹.

The directors of the Company did not recommend the declaration of any interim dividend for the period under review (2008: Nil).

OPERATIONAL REVIEW

Travel Business

Success Universe's travel business became the major contributor to the Company's total turnover during the period under review, surged to approximately HK\$556.6 million (2008: approximately HK\$2.2 million). Segment loss from travel business was approximately HK\$7.9 million (2008: loss of approximately HK\$0.3 million).

The significant growth in turnover for the period under review was mainly attributable to the contribution from the Jade Travel Group (as defined hereinafter), in which 80% equity interest was acquired by Success Universe in July 2008.

The operating environment was challenging during the reporting period as a result of the global spread of the H1N1 virus, particular in North America from where most of the Jade Travel Group's business originates. The economic slowdown in the US also discouraged travels among individual leisure travelers and corporate incentive trips, which inevitably affected the segment performance during the period under review as well.

¹ EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortisation

Cruise Business

During the reporting period, the drop in leasing and management income from Success Universe's cruise ship, M.V. Macau Success, led to a decrease in the revenue of the cruise business. For the six months ended 30 June 2009, turnover from the cruise business amounted to HK\$37.0 million (2008: HK\$48.0 million), accounting for 6.23% of the Company's total turnover. Segment profit from the cruise business decreased to approximately HK\$2.3 million (2008: profit of approximately HK\$13.5 million), which was mainly due to the reduction in leasing income during the period under review.

Investment Project - Ponte 16

As Success Universe's flagship project, Ponte 16 achieved improving performance amid the challenging environment during the period. Ponte 16 was successful in establishing itself as a premier resort destination thanks to the joint efforts of Ponte 16 and the Accor Group, which manages Sofitel Macau At Ponte 16. Ponte 16 has been named the "Premier Service Macau Resort" by a Hong Kong leisure magazine in 2009.

For the six months ended 30 June 2009, the number of visitors to Macau totaled approximately 10.4 million, representing a decrease of approximately 11% compared to the first half of 2008. In spite of the challenging operating environment, Ponte 16 managed to sustain continued improvement in both its casino and hotel operations during the period under review. Number of visitors per day to Ponte 16 since its opening averaged around 10,000. The business performance of Ponte 16 steadily improved in addition to the opening of the high-limit betting area with eight tables in September 2008. Key performance indicators such as the number of visitors to casino at Ponte 16 and occupancy rates have also improved steadily despite Macau's visitor numbers dropped in the reporting period.

During the reporting period, the casino had 97 gaming tables, eight of which were high-roller tables, plus 278 slot machines.

Sofitel Macau At Ponte 16 has 408 guest rooms, including 363 guest rooms, 26 suites

and an exclusive block of VIP suites, Mansion at Sofitel, with 19 units. Occupancy rate has shown a steady growth since its opening in August 2008, and management of the Company expects occupancy rate to be improved further with the opening of more new amenities in the future.

CHANGE OF THE COMPANY'S NAME

To reflect the Company's global approach and the expansion of its business activities which span from Asia to North America, the English name of the Company has been changed to "SUCCESS UNIVERSE GROUP LIMITED" and the new Chinese name "實德環球有限公司" has been adopted as its secondary name.

PROSPECTS

Success Universe is committed to developing gaming and entertainment-related businesses in the Asia Pacific region. Leveraging its strategic partnerships with Maruhan Corporation and SBI Holdings, Inc., the Company is ready to enter Japan and Taiwan gaming markets pending the issuance of gaming licenses.

Looking forward, with the relaxation in cross border travel restrictions by the Chinese Government, the future expansion of foothold into the Japan and Taiwan markets and the continuous initiatives from the Macau Tourism Board, Success Universe is cautiously optimistic about the prospects of the Company.

With the opening of the VIP Halls of Ponte 16 in the third quarter of this year and the high-limit betting area in September last year, Success Universe expects the performance of the casino operations of Ponte 16 to improve further on larger numbers of high-rollers.

Success Universe also remains optimistic about the long-term prospect of its business model, which leverages the strength of its travel business to attract high-end customers worldwide to Ponte 16 and the cruise operations.

Commenting on the outlook of the Company's business, Mr. Yeung Hoi Sing, Sonny, Chairman of Success Universe Group Limited said, "Our goal is to become a major player in the gaming, entertainment and tourist-related businesses in the Asia Pacific region. We believe our unrivalled ability in providing quality gaming and hospitality services will help us weather any challenges ahead. We are confident to delivering more robust results and better returns for our shareholders going forward."

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About Success Universe Group Limited

Success Universe Group Limited (Stock Code: 00487.HK), being the flagship of Success Universe Group, is currently involved in travel business, cruise leasing and management business and is actively expanding its business in gaming, entertainment and tourist-related industries in the Asia Pacific region.

The Company possesses a 55% interest in a 9-deck cruise ship, M.V. Macau Success, which is based in Hong Kong. The ship features a world-class casino and various spectacular entertainment facilities.

Success Universe's travel business spans across Asia and North America. In addition to Travel Success Limited and Travel Success (Macau) Limited which the Company owns and operates in Hong Kong and Macau respectively, Success Universe also owns 80% of the equity interest in certain companies in Canada and the United States of America (the "US") which conduct the business of air travel consolidator, travel agent, tour provider and provider of related services therein (the "Jade Travel Group"). The Jade Travel Group has offices located in Vancouver, Calgary, Toronto, Montreal in Canada and New York in US.

The Company is actively developing its flagship project in Macau, Ponte 16, in partnership with SJM – Investimentos Limitada ("SJM – Investimentos"), an indirect wholly-owned subsidiary of SJM Holdings Limited (Stock Code: 00880.HK). Ponte 16 is 49% owned by a

subsidiary of Success Universe and 51% owned by SJM – Investimentos. Commenced operations in 2008, Ponte 16, a world-class integrated casino-entertainment resort, comprises a five-star luxury hotel - Sofitel Macau At Ponte 16, a casino and renowned restaurants in Phase 1 and 2. Recreational facilities, a shopping arcade and an European themed promenade will be opened in Phase 3.

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