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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)

**RESULTS OF THE RIGHTS ISSUE ON THE BASIS OF
TWO RIGHTS SHARES FOR EVERY THREE SHARES
HELD ON THE RECORD DATE**

RESULTS OF THE RIGHTS ISSUE

The Board is pleased to announce that as at 4:00 p.m. on Monday, 9 January 2012, being the latest time for acceptance of, and payment for, the Rights Shares and application and payment for excess Rights Shares: (i) 19 valid acceptances in respect of a total of 1,142,443,069 Rights Shares provisionally allotted under the Rights Issue had been received, representing approximately 70.26% of the total number of the Rights Shares available for subscription under the Rights Issue; and (ii) 16 valid applications for a total of 955,449,709 excess Rights Shares had been received, representing approximately 58.76% of the total number of the Rights Shares available for subscription under the Rights Issue. In aggregate, 35 valid acceptances and applications in respect of a total of 2,097,892,778 Rights Shares, representing approximately 129.02% of the total number of the Rights Shares offered under the Rights Issue, had been received.

As all the conditions set out in the Underwriting Agreement had been fulfilled, the Rights Issue had become unconditional at 4:30 p.m. on Thursday, 12 January 2012. Based on the above acceptance and application results, all the Rights Shares were taken up either by way of provisional allotment or application for excess Rights Shares.

DESPATCH OF SHARE CERTIFICATES AND REFUND CHEQUE FOR THE RIGHTS SHARES AND COMMENCEMENT OF DEALINGS IN RIGHTS SHARES

It is expected that the certificates for the fully-paid Rights Shares and the refund cheque in respect of partially unsuccessful application for excess Rights Shares (without interest) will be despatched by ordinary post to those entitled at their own risks on Wednesday, 18 January 2012.

Dealings in the Rights Shares, in their fully-paid form, are expected to commence on the Stock Exchange at 9:00 a.m. on Friday, 20 January 2012.

Reference is made to the prospectus dated 21 December 2011 (the “**Prospectus**”) issued by the Company in relation to the Rights Issue. Unless otherwise stated, capitalised terms used herein shall have the same meanings as those defined in the Prospectus.

RESULTS OF THE RIGHTS ISSUE

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UNDERWRITING AGREEMENT

As all the conditions set out in the Underwriting Agreement had been fulfilled, the Rights Issue had become unconditional at 4:30 p.m. on Thursday, 12 January 2012. Based on the above acceptance and application results, all the Rights Shares were taken up either by way of provisional allotment or application for excess Rights Shares.

Pursuant to the Irrevocable Undertaking given by the Underwriter in the Underwriting Agreement, the Underwriter had, among other things, (i) accepted and taken up all the SR Shares; and (ii) lodged the excess application in respect of all the Underwritten Shares with the Registrar prior to the Latest Acceptance Date.

EXCESS RIGHTS SHARES

With regard to the 955,449,709 Rights Shares which had been validly applied for by way of excess application under the EAFs, the Board (excluding Mr. Yeung and Dr. Ma Ho Man, Hoffman, a nephew of Mr. Yeung, both are members of the Concert Group) had resolved to allot a total of 483,533,085 Rights Shares available for excess application on a fair and equitable basis based on the following principles as set out in the Prospectus and no preference had been given to the Concert Group in the allotment of the excess Rights Shares:

- (i) preference was given to applications for less than a board lot of Rights Shares where they appeared to the Board that such applications were made to round up odd-lot holdings to whole-lot holdings and that such applications were not made with intention to abuse such mechanism; and
- (ii) after allocation under principle (i) above, the remaining excess Rights Shares were allocated to the Qualifying Shareholders applying based on a sliding scale with reference to the number of excess Rights Shares applied by them (such that the Qualifying Shareholders applying for less Rights Shares were allocated with a higher percentage of successful application but received a smaller number of Rights Shares, whereas the Qualifying Shareholders applying for more Rights Shares were allocated with a smaller percentage of successful application but received a greater number of the Rights Shares). Board lot allocations were considered and made on best effort basis.

The allotment results in respect of the excess Rights Shares were as follows:

Number of excess Rights Shares applied for	Number of valid excess application(s)	Total number of excess Rights Shares applied for	Total number of excess Rights Shares allotted	Approximate percentage of allocation based on the total number of excess Rights Shares applied for in the category	Basis of allotment
1 to 1,917,264	15	3,442,509	3,442,509	100.00%	In full
952,007,200	<u>1</u>	<u>952,007,200</u>	<u>480,090,576</u>	50.43%	Approximately 50.43% of the excess Rights Shares applied for
Total	<u>16</u>	<u>955,449,709</u>	<u>483,533,085</u>		

SHAREHOLDINGS STRUCTURE

Based on the information available to the Company as at the date of this announcement, the following is a summary of the shareholdings structure of the Company immediately before and after completion of the Rights Issue:

Shareholders	Immediately before completion of the Rights Issue		Immediately after completion of the Rights Issue	
	Number of Shares	Approximate %	Number of Shares	Approximate %
The Concert Group (<i>Note</i>)	1,010,953,432	41.45	2,165,012,962	53.26
Maruhan	406,087,500	16.65	406,087,500	9.99
Other public Shareholders	<u>1,021,923,301</u>	<u>41.90</u>	<u>1,493,839,925</u>	<u>36.75</u>
Total	<u>2,438,964,233</u>	<u>100.00</u>	<u>4,064,940,387</u>	<u>100.00</u>

Note: The Underwriter is wholly-owned by a discretionary trust, the beneficiaries of which are the Yeung Family. Save for the Underwriter, none of the members of the Concert Group has any shareholding interest in the Company.

As more than 25% of the entire issued share capital of the Company is held by the public Shareholders immediately after completion of the Rights Issue, no Placing Shares are required to be placed pursuant to the Placing Agreement.

DESPATCH OF SHARE CERTIFICATES AND REFUND CHEQUE FOR THE RIGHTS SHARES AND COMMENCEMENT OF DEALINGS IN RIGHTS SHARES

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Dealings in the Rights Shares, in their fully-paid form, are expected to commence on the Stock Exchange at 9:00 a.m. on Friday, 20 January 2012.

By order of the Board of
SUCCESS UNIVERSE GROUP LIMITED
Chiu Nam Ying, Agnes
Company Secretary

Hong Kong, 17 January 2012

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, Mr. Yim Kai Pung and Ms. Yeung Mo Sheung, Ann.

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement, and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement the omission of which would make any such statement contained in this announcement misleading.