

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**SUCCESS**

**SUCCESS UNIVERSE GROUP LIMITED**  
**實德環球有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 00487)**

**TELEPHONE SALES OF WELFARE LOTTERY  
LAUNCHED IN SHANGHAI**

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 is pleased to announce that the Group has entered into the Cooperative Agreement with Shanghai Welfare Lottery Centre to jointly launch the telephone sales of welfare lottery in Shanghai.

**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**”) is pleased to announce that the Group has entered into a cooperative agreement (the “**Cooperative Agreement**”) with Shanghai Welfare Lottery Issuance Centre (“**Shanghai Welfare Lottery Centre**”) to jointly launch the telephone sales of welfare lottery in Shanghai. The revenue will be determined by a fixed percentage on the concerned lottery sales.

According to the approvals from the Ministry of Finance of the People's Republic of China and the Shanghai Municipal Finance Bureau, Shanghai Welfare Lottery Centre was authorised to launch telephone sales of welfare lottery in Shanghai. The Group has become an official business partner of Shanghai Welfare Lottery Centre and has been authorised to provide the telephone agency sales services of welfare lottery through the Group's technology service platform. Subsequent to the Cooperative Agreement for this newly launched welfare lottery on top of the existing sports lottery platform, the Group will offer a more comprehensive lottery services package to customers for its lottery business.

Total lottery sales in Shanghai for the first two months in 2014 show a year-on-year growth of approximately 49.9%, higher than the national average growth rate of approximately 13.0%. In addition, total welfare lottery sales in Shanghai for the first two months in 2014 show a year-on-year growth of approximately 18.3% to approximately RMB584.1 million.

As compared with the sports lottery, the welfare lottery is an even bigger market that accounts for approximately 57% of the overall lottery sales of 2013 in China. The Group believes that the lottery business is going to be the driving force for the Group in the near future with its comprehensive sports and welfare lottery sales services as well as its specialised online portal "128cai.com".

**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, 24 March 2014

*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.*