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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 increase of around 3 to 5 times in the consolidated profit attributable to the owners of the Company for the year ended 31 December 2014 as compared with that for the year ended 31 December 2013 of approximately HK\$18.6 million.

**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 increase of around 3 to 5 times in the consolidated profit attributable to the owners of the Company for the year ended 31 December 2014 as compared with that for the year ended 31 December 2013 of approximately HK\$18.6 million. Notwithstanding the Group’s travel business is expected to record an increase in segment loss for the year ended 31 December 2014 as compared with that for the last corresponding year, the estimated increase in the consolidated profit attributable to the owners of the Company for the year ended 31 December 2014 is principally due to (i) a gain recognized from the disposal of the cruise ship (the “**Disposal**”) which was completed in August 2014, details of the Disposal were disclosed in the Company’s announcement dated 2 July 2014; (ii) the improved performance of Ponte 16, the Group’s flagship investment project; and (iii) the Group’s lottery business achieving encouraging results and a segment profit for the year ended 31 December 2014 is expected to be recorded as compared with a segment loss for the last corresponding year mainly due to the strong sales growth attributable to the FIFA World Cup 2014 effect.

The Company is still in the process of finalizing the final results of the Group for the year ended 31 December 2014. 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 neither been confirmed nor audited by the Company’s auditors and are subject to adjustments. Shareholders of the Company and potential investors should read the Company’s announcement regarding the final results of the Group for the year ended 31 December 2014 carefully which is expected to be published in late March 2015.

**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, 16 March 2015

*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 Ms. Yeung Mo Sheung, Ann, Mr. Chin Wing Lok, Ambrose and Mr. Chong Ming Yu.*