

Press release

(For immediate release)

Success Universe Announces 2010 Interim Results

***Total turnover up approx. 32% to approx. HK\$782.9 million
Ponte 16 achieved approx. 83% growth in gross gaming revenue
and outperformed Macau's industry growth rate***

Results Highlights

- Turnover was up approximately 32% from the last corresponding period, reaching approximately HK\$782.9 million
- Loss per share went down significantly from 3.57 HK cents in the first half of 2009 to 1.56 HK cents
- Travel business posted a segment profit of approximately HK\$2.6 million as compared with loss of approximately HK\$8.2 million in the last corresponding period
- The Company's flagship investment project, Ponte 16, delivered a positive EBITDA¹ and recorded approximately 83% growth in gross gaming revenue which outperformed the Macau's industry growth rate
- Ponte 16 opened Asia's first MJ Gallery at Ponte 16 in February 2010 and successfully strengthened its unique market positioning as well as broadened its customer base

27 August 2010, Hong Kong – Success Universe Group Limited (“Success Universe” or the “Company”; Stock Code: 00487.HK), today announced the unaudited condensed consolidated interim results of the Company for the six months ended 30 June 2010.

During the period, the Company achieved a turnover of approximately HK\$782.9 million, representing an increase of approximately 32% from the last corresponding period. Gross profit reached approximately HK\$43.8 million (2009: approximately HK\$53.3 million), while loss attributable to owners of the Company narrowed to approximately HK\$38.0 million (2009: approximately HK\$87.2 million). Loss per share was 1.56 HK cents compared to loss per share of 3.57 HK cents in the first half of 2009.

Ponte 16 outperformed Macau's industry growth with significant growth in gross gaming revenue and delivered a positive EBITDA¹ during the period. However, as a result of high

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

depreciation and amortisation charges incurred at Ponte 16 during the initial stage of its operations, the Company's shared loss of the associates relating to Ponte 16 for the period amounted to approximately HK\$18.6 million (2009: approximately HK\$59.3 million).

The directors of the Company do not recommend the declaration of any interim dividend for the six months ended 30 June 2010 (2009: Nil).

OPERATIONAL REVIEW

Travel Business

In light of a rebound in demand for leisure and business travels, Success Universe stepped up its effort to expand its MICE (Meeting, Incentive, Convention and Exhibition) business in the first half of 2010. The Company's travel business achieved approximately 34% increase in turnover to approximately HK\$748.1 million for the period from approximately HK\$556.6 million for the corresponding period in 2009. Segment profit reached approximately HK\$2.6 million as compared with a loss of approximately HK\$8.2 million in the last corresponding period.

Cruise Business

The cruise business remained a steady revenue contributor for Success Universe in the first half of 2010. However, the surge in fuel costs continued to have a negative impact on the segment's performance. Turnover from the cruise ship, M.V. Macau Success (in which the Company has a 55% interest), decreased by approximately 6% to HK\$34.8 million (2009: HK\$37.0 million). Segment profit decreased to approximately HK\$1.1 million (2009: approximately HK\$1.9 million).

Investment Project, Ponte 16

During the period, Ponte 16 recorded a positive EBITDA² and approximately 83% growth in gross gaming revenue over the last corresponding period, outpacing Macau's industry growth rate of approximately 67%.

Ponte 16 opened on its second anniversary Asia's first MJ Gallery at Ponte 16 (the "Gallery") in February 2010. The Gallery houses over 40 rare collectibles of Michael Jackson ("MJ"), including a left hand white rhinestone glove which MJ wore in his first Moonwalk performance. The Gallery has been immensely popular with tourists since its

² EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortisation

opening, and is on the Macau Government Tourist Office's list of "must-see" attractions. Expanding along the MJ mania, MJ Café at Ponte 16 was grand opened in August 2010 to offer visitors a place to unwind. The opening of the iconic Pier No. 16 clock tower in April 2010 also helped boost the traffic flow to Ponte 16.

To further raise its profile on the world stage, Ponte 16 joined hands with Julien's Auctions in May 2010 to hold an exhibition in Macau of invaluable collector items of some of Hollywood's biggest names, in addition to costumes and props from the movie "Star Trek". The cooperation with Julien's Auctions not only enhances the cultural appeal of Ponte 16 and helps broaden its customer base, but also elevates the international image of Ponte 16 as well as that of Macau. During the reporting period, Ponte 16 was able to achieve a more diverse customer mix, drawing in a growing number of people from Japan and other neighbouring countries. Leveraging the extensive sales network of its travel platform, Success Universe stepped up its marketing efforts in Mainland China, and partnered with various airlines and tour operators to offer Chinese tourists travel packages to Ponte 16.

As of 30 June 2010, the casino has 109 gaming tables, 89 of which are mass gaming tables, eight are high-limit tables and 12 are VIP tables.

The VIP mansions of Sofitel Macau At Ponte 16 have been well received by customers since its opening in the second half of 2009. The hotel was named one of the "Top 25 Hotels in Hong Kong, Macau and Taiwan" by TripAdvisor "Travelers' Choice 2010", and "The Best Macau Presidential Suites" by Hurun Presidential Awards 2009. The accolades are a testament to the exceptional standard of the hotel's services and facilities.

PROSPECTS

Success Universe's travel business is expected to maintain its growth momentum amid a steady recovery in the economy. In the wake of China granting Canada "Approved Destination Status", new business opportunities have been opened up for the Company. Efforts are already being made to identify reputable business partners in China to help bring business to the Jade Travel Group in Canada and the US. Success Universe will also focus on expanding its presence in China, and work with tour operators in the country to enable cross-selling to Ponte 16 and its cruise business. Furthermore, the Company will invest additional resources to expand its MICE business while continuing to work with convention centres around the world to explore partnership opportunities.

Riding on the success of MJ Gallery, Ponte 16 seeks to continue to explore new

Hollywood elements to further consolidate its unique market positioning as Macau's top draw for tourists from around the world. In particular, Ponte 16 will be the venue sponsor for Julien's Auctions' first ever auction of pop culture collectibles in Asia, featuring pieces from legendary figures including MJ, Madonna, Elvis Presley and Bruce Lee etc. Ponte 16 will continue to partner with Julien's Auctions to organise pop culture auctions regularly to further enhance its brand awareness around the world.

Furthermore, Success Universe is in negotiation with various airlines and tour operators to offer travel packages to customers worldwide to broaden the customer base of Ponte 16.

Commenting on the outlook for the Company, the Chairman of Success Universe Group Limited, Mr. Yeung Hoi Sing, Sonny said, "Looking ahead, the global recovery and the recent decision by the Macau Government to limit the number of gaming tables will help ensure the healthy development of the gaming and entertainment industry in the long run. Although industry competition in Macau remains intense, we are confident that we can rise to the challenge and emerge stronger as we continue to grow our business prudently for the remainder of the year and beyond."

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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 in gaming, entertainment and tourist-related industries.

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 (the "Jade Travel Group") 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 has offices located in Vancouver, Calgary, Toronto, Montreal in Canada and New York in the 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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