

Press release
(For immediate release)

Success Universe Announces 2011 Interim Results

***The Company Maintained a Steady Business Performance
Ponte 16 Attained an Approximately 17% Growth in EBITDA* and
an Approximately 49% Growth in Gross Gaming Revenue***

Results Highlights

- Total turnover amounted to approximately HK\$763.1 million
- Turnover from travel business decreased to approximately HK\$728.3 million
- Gross profit reached approximately HK\$35.4 million as compared to approximately HK\$43.8 million in the last corresponding period
- Loss attributable to owners of the Company narrowed to approximately HK\$37.6 million
- The Company's flagship investment project, Ponte 16, delivered a positive EBITDA* with a growth rate of approximately 17% to approximately HK\$129.0 million for the reporting period

30 August 2011, 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 2011.

During the period under review, the Company posted a turnover of approximately HK\$763.1 million (2010: approximately HK\$782.9 million). Gross profit amounted to approximately HK\$35.4 million (2010: approximately HK\$43.8 million), while loss attributable to owners of the Company narrowed to approximately HK\$37.6 million (2010: approximately HK\$38.0 million). Loss per share was 1.54 HK cents for the reporting period, compared to loss per share of 1.56 HK cents in the first half of 2010.

The directors of the Company do not recommend the declaration of any interim dividend for the six months ended 30 June 2011 (2010: Nil).

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

OPERATIONAL REVIEW

Travel Business Was Impacted by the Challenging Environment in North America

During the first half of 2011, concerns over stagnant economic growth and revival of terrorism affected the travel sentiment in North America, impacting the business of Jade Travel Group, Success Universe's travel agency companies located in Canada and the United States of America. The recent European sovereign debt crisis also undermined the growth of this business segment. As a result, turnover from travel business decreased to approximately HK\$728.3 million during the reporting period (2010: approximately HK\$748.1 million). The Company's travel business posted a segment loss of approximately HK\$5.5 million for the six months ended 30 June 2011, as compared with a segment profit of approximately HK\$2.6 million for the last corresponding period.

Cruise Business Remained a Steady Revenue Contributor for the Company

The cruise business continued to contribute stable revenue to Success Universe in the first half of the year. The cruise ship, M.V. Macau Success, (in which the Company has a 55% interest) recorded a turnover of approximately HK\$34.8 million (2010: approximately HK\$34.8 million). The business segment posted a loss of approximately HK\$2.3 million, as compared with a profit of approximately HK\$1.1 million in the first half of 2010, mainly due to the continuous soaring of fuel costs.

Ponte 16 Sustained Growth on the Back of the Prosperous Macau Gaming Market

Capitalising on the surging momentum of Macau's gaming industry, Ponte 16 sustained a growth rate of approximately 17% in EBITDA* over the last corresponding period to approximately HK\$129.0 million for the six months ended 30 June 2011. Driven by the continuous growth in the VIP gaming segment, Ponte 16 attained an approximately 49% growth in gross gaming revenue over the same period in 2010, which outpaced Macau's overall industry growth.

The Company's shared loss of the associates relating to Ponte 16 reduced from approximately HK\$18.6 million in 2010 to approximately HK\$9.5 million for the period under

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

review.

During the first half of 2011, Ponte 16 recorded a double-digit growth in the daily average number of visitors as compared to that of 2010, attributable to various marketing initiatives and the synergies created with Success Universe's core businesses. It has also attained a more diversified customer mix with visitors from different countries on the rise. The occupancy rate at the award-winning five-star hotel, Sofitel Macau At Ponte 16, also remained consistently high throughout the period.

Pursuant to the settlement agreement to terminate the legal proceedings between Pier 16 – Property Development Limited (“Pier 16 – Property Development”) and the remaining occupant of the construction site of phase 3 of the Ponte 16 development project (the “Phase 3 Project”) in early 2011, Ponte 16 recovered possession of the whole construction site of the Phase 3 Project during the period under review.

A testament to its commitment to providing world-class services and facilities, Sofitel Macau At Ponte 16 garnered various industry awards in the first half of 2011, including "China's Top 10 Most Popular Resort Hotels of 2011" by Golden-Pillow Award of China Hotels and "2011 Best Business Hotel" by National Geographic Traveler, China edition, and more.

As of 30 June 2011, the casino of Ponte 16 had a total of 109 gaming tables, 82 of which were mass gaming tables, nine were high-limit tables and 18 were VIP tables.

PROSPECTS

Commenting on the outlook of the Company, Mr. Yeung Hoi Sing, Sonny, Chairman of Success Universe said, “Looking ahead, the vibrant Mainland economy will continue to be an imperative growth driver for the Company's travel and entertainment-related businesses. The opening of new resorts has enriched the entertainment scene of Macau and boosted the overall tourist arrivals for the entire market. Ponte 16 is set to continue to benefit from the growing momentum of Macau's gaming industry with the strategic combination of its unique positioning and quality services.”

In September and October 2011, Ponte 16 will join hands with renowned international auction house, Julien's Auctions, to stage a Hollywood-themed exhibition tour in five cities in Mainland China, followed by an exhibition and auction of the same theme in Macau. These events will not only bring in another series of collectibles from superstars around the world such as Michael Jackson, Bruce Lee, Marilyn Monroe and Madonna, but also further enhance Ponte 16's appeal to international visitors.

Ponte 16 is planning on the development of the Phase 3 Project, which will include a shopping arcade that offers a new suite of shopping, dining and entertainment facilities. Upon completion, the Phase 3 Project is expected to be another stable revenue contributor for Ponte 16.

In an attempt to seize the enormous growth opportunities in China's burgeoning lottery industry, which has recorded a rapid compound annual growth rate (CAGR) of approximately 25% in the last ten years and a growth of 31% in the first half year of 2011 to RMB101 billion as compared to that of 2010, Success Universe has embarked on a new business to provide a technology services platform and technical support as well as sports lottery sales agency services to China's mobile sports lottery market, through the subsidiaries of a 70%-owned joint venture company.

"In view of the strong market growth potential ahead, coupled with our well-connected networks and sound business strategy, I am confident that Success Universe will benefit from this expanded business portfolio in the long run. Riding on the positive economic outlook for Mainland China, Hong Kong and Macau, we will further strengthen the Company's business platform and competitive edge by continuing the implementation of our three-pronged strategy and investing in new businesses." Mr. Yeung concluded.

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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 nine-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 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 an indirect 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 phases 1 and 2. Recreational facilities, a shopping arcade and an European themed promenade will be opened in phase 3.

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