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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)**

**UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS  
AND  
CLARIFICATION ANNOUNCEMENT**

This announcement is made at the request of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The board (the “Board”) of directors (“Director(s)”) of Success Universe Group Limited (the “Company”, together with its subsidiaries, the “Group”) has noted the increases in the price and trading volume of the shares of the Company today and wishes to state that the Board is not aware of any reasons for such increases.

It has come to the attention of the Board that there are several press articles appeared in certain online media on 7 April 2011 (the “Articles”) which contain certain statements reported to be made by a Director (“Such Director”) during the course of a media luncheon held on the same date (the “Luncheon”) in respect of the business of the Group.

The Board wishes to clarify as follows:–

- (1) During the Luncheon, Such Director has mentioned that the Group intended to provide a technology services platform as well as technical support to China’s mobile sports lottery market (the “Business”) which has been disclosed in the Company’s announcement dated 29 March 2011. Up to the date of this announcement, a 70% owned joint venture company was formed and our partner is in possession of a value-added telecom operation licence. In order to commence the Business, the Group has started the discussion with the relevant Sports Lottery Authorities but no binding agreement / licence has yet been finalized / obtained. In the initial stage, the Business will start with sports lottery via mobile phone and will consider extension to the internet market in the future.
- (2) The Articles also alleged that there are double-digit growth in the gaming revenue. The Board wishes to clarify that Such Director only commented on the overall casino industry trend in Macau this year and he expected that the industry would record a double-digit growth on revenue. With the increase in the industry’s revenue, Such Director also wished the Group’s overall performance could be improved.
- (3) For the development of phase 3 of Ponte 16, the Group’s flagship investment project, the initial estimate construction costs of the shopping arcade is HK\$800 million. The Board wishes to clarify that the said amount is only a preliminary estimation and is subject to the development plan to be approved by the relevant authority in Macau. It is expected that such construction costs will be financed through Ponte 16’s bank borrowing. As at the date of this announcement, no binding agreement in relation to the said financing has been finalized.

The Board also confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Rules Governing the Listing of Securities on the Stock Exchange (the “Listing Rules”), neither is the Board aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board, the Directors individually and jointly accept responsibility for the accuracy of this announcement.

**Shareholders of the Company and public investors are advised to exercise caution when dealing in the securities of the Company.**

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

Hong Kong, 7 April 2011

*As at the date of this announcement, the Board comprises two executive Directors, being Mr. Yeung Hoi Sing, Sonny (Chairman) and Dr. Ma Ho Man, Hoffman (Deputy Chairman); one non-executive Director, being Mr. Choi Kin Pui, Russelle; and three independent non-executive Directors, being Mr. Luk Ka Yee, Patrick, Mr. Yim Kai Pung and Ms. Yeung Mo Sheung, Ann.*