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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)

PROFIT WARNING

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 a decrease of around 25% to 35% in the unaudited consolidated profit after tax for the six months ended 30 June 2014 as compared with that for the corresponding period in 2013 of approximately HK\$68.1 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 a decrease of around 25% to 35% in the unaudited consolidated profit after tax for the six months ended 30 June 2014 as compared with that for the corresponding period in 2013 of approximately HK\$68.1 million. Notwithstanding (i) the Group’s shared profit of the associates relating to Ponte 16, the flagship investment project of the Group, for the six months ended 30 June 2014 is expected to increase significantly as compared with that for the last corresponding period due to the improved performance of Ponte 16; and (ii) the Group’s lottery business achieved encouraging results and a segment profit for the six months ended 30 June 2014 is expected to be recorded as compared with a segment loss for the last corresponding period due to the FIFA World Cup 2014 effect, the estimated decrease in the unaudited consolidated profit after tax for the six months ended 30 June 2014 was mainly attributable to the non-recurrence of a gain recognized in the first half of 2013 of approximately HK\$83.4 million on derecognition of a long term payable of the Group pursuant to the exercise of option by Maruhan Corporation (the “**Acquisition**”), details of the Acquisition were disclosed in the Company’s announcements dated 18 February 2013 and 28 March 2013 as well as the Company’s circular dated 29 April 2013.

The Company is still in the process of finalizing the unaudited interim results of the Group for the six months ended 30 June 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 not been reviewed by the Company’s auditors or the audit committee of the Board and is subject to adjustments. Shareholders of the Company and potential investors should read the Company’s announcement regarding the unaudited interim results of the Group for the six months ended 30 June 2014 carefully which is expected to be published in late August 2014.

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, 14 August 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.