

Press release
(For immediate release)

Success Universe Announces 2011 Annual Results

The Company Further Broadened its Avenue for Growth in 2011

Ponte 16 Achieved Profitability with 53.4% Growth in EBITDA and
Approximately 54% Increase in Gross Gaming Revenue*

Results Highlights

- Total turnover amounted to approximately HK\$1,468.4 million
- The Company's shared profit of the associates relating to its flagship investment project, Ponte 16, amounted to approximately HK\$3.3 million, as comparing with a shared loss of approximately HK\$44.4 million in 2010
- EBITDA* of Ponte 16 increased by approximately 53.4% to approximately HK\$316.8 million, with gross gaming revenue achieving a growth of approximately 54%
- Loss attributable to owners of the Company narrowed to approximately HK\$77.7 million
- The Company continued to develop the mobile sports lottery business in 2011, aiming to grasp the growth opportunities in China's flourishing lottery industry

29 March 2012, Hong Kong – Success Universe Group Limited (“Success Universe” or the “Company”; Stock Code: 00487.HK), announced today the consolidated results of the Company for the year ended 31 December 2011.

The Company attained an improved performance in 2011. Turnover of the Company for the year ended 31 December 2011 increased by approximately 2% from 2010 to approximately HK\$1,468.4 million (2010: approximately HK\$1,444.9 million). Gross profit reached approximately HK\$71.5 million (2010: approximately HK\$92.1 million). Loss attributable to owners of the Company narrowed to approximately HK\$77.7 million (2010: approximately HK\$80.8 million). Loss per share reduced to 3.18 HK cents in 2011 from 3.31 HK cents in 2010.

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

Impacted by the continuing economic downturn in its core market of North America, the Company's travel business posted a segment loss of approximately HK\$11.2 million during the year, compared with a segment profit of approximately HK\$8.2 million in the last corresponding year.

During the year, Ponte 16 sustained its growth momentum on the back of the prospering Macau gaming industry and the booming Chinese economy, and started contributing net profit to Ponte 16. Its EBITDA* increased by approximately 53.4% to approximately HK\$316.8 million (2010: approximately HK\$206.6 million). The Company's shared profit of the associates relating to Ponte 16 for the year ended 31 December 2011 amounted to approximately HK\$3.3 million, in contrast to a shared loss of approximately HK\$44.4 million in 2010.

In January 2012, the Company completed a rights issue on the basis of two rights shares for every three shares, raising net proceeds of approximately HK\$173.2 million, after the setting off by the Assigned Loans from Silver Rich Macau Development Limited, a controlling shareholder of the Company. The successful completion of the rights issue has strengthened the Company's financial position and provided support for its business operation.

The Directors of the Company do not recommend any payment of a final dividend for the year ended 31 December 2011 (2010: Nil).

Commenting on the Company's performance in 2011, Mr. Yeung Hoi Sing, Sonny, Chairman of Success Universe, said, "2011 was a year of both challenges and opportunities, as concerns over economic recovery in the United States hammered consumer sentiments and impacted the growth of our travel business in North America, while the strong Chinese economy continued to drive growth in Macau's tourism and gaming industries, providing a favourable business environment for Ponte 16. During the year, the Company attained an improved performance. We have not only strengthened the Company's business platforms, but also broadened our avenue for growth through developing the new mobile sports lottery business in Mainland China. We believe we

have laid a solid foundation for our business growth going forward.”

OPERATIONAL REVIEW

Travel Business Continued to Focus on the High-margin Market Segment

Success Universe's travel business recorded approximately 2% increase in turnover to approximately HK\$1,398.8 million during the year (2010: approximately HK\$1,375.3 million), with its growth being affected by the continuing economic turmoil in its core market of North America. Ticketing revenue rose to approximately HK\$1,315.8million, compared to approximately HK\$1,281.5 million in 2010. Segment loss amounted to approximately HK\$11.2 million, compared with a profit of approximately HK\$8.2 million in the last corresponding year. Impairment loss of approximately HK\$4.6 million was recognised on certain assets during the year.

The Company retained its focus on the high-end market segment and further strengthened its MICE (Meeting, Incentive, Convention and Exhibition) business, aiming to seize the high growth potential of the market. The granting of “Approved Destination Status” to Canada by the Chinese authorities has also provided prominent business opportunities for inbound tours.

Cruise Business Remained a Steady Revenue Contributor

The cruise business continued to be a stable revenue contributor of Success Universe during the year. Turnover from the cruise ship, M.V. Macau Success (in which Success Universe has a 55% interest), was approximately HK\$69.6 million (2010: HK\$69.6 million). In face of surging fuel costs, the cruise business posted a segment loss of approximately HK\$7.8 million, as compared to a segment loss of approximately HK\$1.9 million in 2010.

Ponte 16 Recorded a Net Profit for the First Year

Leveraging on the significant growth of Macau's gaming sector and its unique brand positioning, Ponte 16 continued to outperform the overall Macau gaming industry during 2011, and achieved annual profitability for the first year. Gross gaming revenue of the

resort increased by approximately 54% from last year.

In September and October 2011, Ponte 16 joined hands with New World Department Store China Limited to bring to China the first-ever “Super Stars’ Memorable Collections Exhibition” that toured five cities including Beijing, Shanghai, Tianjin, Shenyang and Harbin. The exhibition tour which showcased over 100 rare collections from the world's most famed super stars was well received by audiences in China, further enhancing Ponte 16's brand awareness in the China market and elevating its global image.

In line with Success Universe’s commitment to enriching Macau’s entertainment scene, Ponte 16 jointly held the “Legends” Auction again with renowned auction house Julien's Auctions in October 2011. Overwhelming responses from international bidders were garnered, with a total of 517 stage costumes and celebrity collectables sold during the 11-hour auction.

To introduce additional MJ elements into the highly-regarded hotel resort, Ponte 16 opened an MJ-themed VIP mansion at Sofitel Macau At Ponte 16 in 2011. Riding on the Company's synergetic business platforms and Ponte 16's marketing initiatives, Ponte 16 was able to enrich its appeal to potential visitors all over the world. The award-winning luxury hotel also recorded a consistently high occupancy rate throughout the year.

In addition, the phase 3 development project of Ponte 16 (the “Phase 3 Project”) which will further enrich the integrated resort’s gaming and entertainment offerings, is expected to proceed in 2012. The Phase 3 Project will feature an entertainment and recreation complex housing a wide range of retail shops and entertainment facilities, as well as an extension of the world-class casino. It is targeted to be completed by 2014.

Currently, the casino of Ponte 16 has a total of 109 gaming tables, 82 of which are mass gaming tables, 9 are high-limit tables and 18 are VIP tables.

Lottery Business Devised to Seize Growth Opportunities in China

To capture the tremendous growth potential of China's lottery industry, Success Universe continued to develop its mobile sports lottery business in 2011. The Company provides 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 joint venture company. The Company has been authorised to provide sports lottery sales agency services via mobile in Jiangxi and Qinghai provinces in Mainland China.

PROSPECTS

Looking ahead, Success Universe's travel business is expected to achieve improvement with steady economic recovery in the United States, while Chinese high-end visitors will continue to contribute to inbound tours from China as the country sees sustained economic growth. To channel business to the Jade Travel Group, the Company will continue to actively explore business partners with sound credibility in China and identify opportunities to further develop its corporate and group tour businesses.

Building on its rising international reputation and the strong growth momentum of the Chinese economy, Ponte 16 will continue to benefit from solid growth in visitor arrivals in Macau. The Phase 3 Project, upon its completion in 2014, is expected to further diversify the unique offerings of the integrated resort, and subsequently bolster the international image of Ponte 16 and broaden its customer base.

For the mobile sports lottery business, the regulatory measures of the Chinese Government are expected to support the sustainable growth of the industry. Having a well-established technology services platform and network, Success Universe will continue to seize every chance to expand the business to other provinces in Mainland China.

Commenting on Success Universe's prospects, Mr. Yeung said, "Riding on our expanded business platforms and forward-looking vision of the Company, I am confident that we are in the best position to capture the ample opportunities ahead and deliver long-term value to our shareholders. We shall continue to work towards our vision of becoming one of the major players in the gaming, entertainment and tourist-related industries."

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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, cruise and lottery businesses, 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" 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 are operated 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 investment 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 expanded casino will be opened in phase 3.

Success Universe embarked into the lottery business in Mainland China in 2011. The Company provides 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 joint venture company.

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