

**Press release**  
*(For immediate release)*

## **Success Universe Announces 2012 Interim Results**

\*\*\*

***Turnover and Gross Profit Up by Approximately 12% and 22% respectively  
Ponte 16 Achieved Approximately 11% Growth in EBITDA\****

### **Results Highlights**

- Turnover for the first half of 2012 reached approximately HK\$853.7 million, representing an increase of approximately 12% over the last corresponding period
- Gross profit grew approximately 22% while loss attributable to owners of the Company narrowed to approximately HK\$28.3 million
- Ponte 16, the flagship investment project of the Company, continued to achieve a positive EBITDA\* with a growth of approximately 11% to approximately HK\$142.7 million for the reporting period
- Revenues of the travel and cruise ship businesses increased by approximately 12% and 10% to approximately HK\$815.3 million and HK\$38.4 million respectively

**29 August 2012, 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 2012.

During the period under review, the Company posted a turnover of approximately HK\$853.7 million (2011: approximately HK\$763.1 million). Gross profit grew by approximately 22%, amounting to approximately HK\$43.2 million (2011: approximately HK\$35.4 million), while loss attributable to owners of the Company narrowed to approximately HK\$28.3 million (2011: approximately HK\$37.6 million). Loss per share was 0.72 HK cents for the reporting period, compared to loss per share of 1.54 HK cents in the first half of 2011.

---

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

The directors of the Company do not recommend the payment of an interim dividend for the six months ended 30 June 2012 (2011: Nil).

## **OPERATIONAL REVIEW**

### **Performance of Travel Business Improved Despite the Challenging Operating Environment**

During the first half of 2012, Success Universe has stepped up its efforts to develop the high-end market segment and higher margin businesses such as the FIT (Free Independent Travellers) and MICE (Meeting, Incentive, Convention and Exhibition) businesses. Although the Company's travel business was still affected by the concerns over the sovereign debt crisis in Europe as well as the economic recovery in the United States of America (the "USA"), turnover in this segment increased by approximately 12% to approximately HK\$815.3 million (2011: approximately HK\$728.3 million). Intensified competition resulted in pressure on profit margins. For the reporting period, Success Universe posted a profit in the segment of approximately HK\$1.9 million, compared with a loss of approximately HK\$5.5 million in the corresponding period of 2011.

### **Cruise Ship Business Continued to Perform Steadily**

During the reporting period, the cruise ship business continued to contribute stable revenue to Success Universe. The cruise ship, M.V. Macau Success, (in which the Company has a 55% interest) recorded a turnover of approximately HK\$38.4 million (2011: approximately HK\$34.8 million). The business segment achieved a profit of approximately HK\$1.1 million during the reporting period, mainly due to the increase in revenue, as compared with a segment loss of approximately HK\$2.3 million in the last corresponding period.

## **Ponte 16 Recorded Continuous Growth Supported by the Burgeoning Macau Gaming Industry**

Driven by the successful growth of the VIP gaming segment, Ponte 16 continued to achieve a positive EBITDA\* with a growth of approximately 11% to approximately HK\$142.7 million for the first half of 2012. However, Ponte 16's results were affected by the bank charges incurred for the 5-year syndicated loan facilities, amounting to HK\$1,900 million and RMB400 million granted by a group of financial institutions to Ponte 16 (the "New Loan Facilities"). During the reporting period, the Company's shared loss of the associates relating to Ponte 16 amounted to approximately HK\$0.3 million, as compared to a shared loss of approximately HK\$9.5 million in the last corresponding period.

The financing of the New Loan Facilities was completed in the reporting period. They were used mainly to refinance the syndicated loan facilities of HK\$1,600 million granted to Ponte 16 (the "HK\$1,600 Million Syndicated Loan Facilities") which matured on 29 June 2012, repay shareholders' loans and fund the construction of phase 3 of the Ponte 16 development project (the "Phase 3 Project").

As of 30 June 2012, the casino of Ponte 16 had a total of 109 gaming tables, 82 of which are mass gaming tables, 9 are high-limit tables and 18 are VIP tables.

Sofitel Macau At Ponte 16 was honoured with a series of industry awards, including "The Top 25 Best Hotel in Greater China" by Daodao.com in its "Travelers' Choice 2012", "Entertainment Award" and "Golden Award" by Rakuten Travel in its "Rakuten Travel Award 2011", "China's 2011-2012 Best Hotel" by China LifeStyle magazine, "Winner of Certificate of Excellence 2012" by TripAdvisor and "Expedia Insiders' Select Hotel 2012" by Expedia.com. These awards are testaments to the hotel's world class facilities and services.

---

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

During the reporting period, the Phase 3 Project progressed as planned. It is targeted to be completed by 2014.

### **Lottery Business is Ready to Capture Opportunities Arising from China's Flourishing Lottery Market**

Success Universe has been authorised to provide sports lottery sales agency services via mobile phones in Jiangxi and Qinghai provinces in China. During the first half of 2012, the Company continued to enhance its technology service platform and enrich the content and design of its business website, "128cai.com" ([www.128cai.com](http://www.128cai.com)), to provide the latest lottery information and hot tips to customers.

### **PROSPECTS**

Commenting on the outlook of the Company, Mr. Yeung Hoi Sing, Sonny, Chairman of Success Universe, said, "Looking into the second half of 2012, the operating environment for the Company is likely to remain challenging in view of the economic uncertainties in the USA and Europe. However, China's dynamic economy and increasing affluence of the Chinese citizens will continue to be crucial growth drivers for the Company's businesses. The Rules for the Implementation of the Regulations on Administration of Lotteries, which have come into effect since March 2012, are also expected to create a healthy operating environment for the lottery industry in China. With well-established synergetic business platform, I am confident that Success Universe is well-placed to capitalise on the ample opportunities ahead and deliver favourable returns to our shareholders."

On the travel front, Success Universe will continue to focus on developing high-end customer groups, such as MICE and FIT, and through collaboration with credible business partners in China, to extend its foothold. In order to optimise its operations and enhance cost efficiency, combined with the emergence of the Jade Travel Group (as defined hereinafter) as a major contributor for the travel business, the Hong Kong travel business unit has ceased its operations in July 2012.

Activities at Ponte 16 are also expected to increase in the second half of 2012 which is the traditional peak tourism season in Macau. Among major marketing initiatives will be the “Michael Jackson’s Wardrobe - Gorgeous 25 Years” exhibition in Chongqing, Changsha and Wuhan, jointly organised with New World Department Store China Limited. The exhibition will feature over 50 iconic items of super star Michael Jackson that the total value is over HK\$10 million.

The Phase 3 Project, which is expected to progress as planned in the second half of 2012, will comprise an entertainment and recreation complex that houses brand new shopping arcade, dining destinations as well as space for gaming expansion. Success Universe foresees, in the long run, that this new phase is set to be a new revenue contributor for Ponte 16.

- End -

#### **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 ship leasing and management 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. The Company owns 80% of the equity interest in certain companies in Canada and the USA travel agency (the “Jade Travel Group”). The Jade Travel Group has offices located in Vancouver, Calgary, Toronto, Montreal in Canada and New York in the USA.

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. Diversified recreational facilities, a shopping arcade, dining destinations and an expanded casino will be opened in phase 3.

Success Universe embarked into the lottery business in China in 2011. The Company provides a technology service 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.

For investor and media enquiries, please contact:

**Success Universe Group Limited**

Eva Chan

Tel: 852-3101 8668

Email: [evachan@successug.com](mailto:evachan@successug.com)

**Citigate Dewe Rogerson**

Celia Li

Tel: 852-3103 0107

Email: [celia.li@citigate.com.hk](mailto:celia.li@citigate.com.hk)

Deborah Tsui

Tel: 852-3103 0123

Email: [deborah.tsui@citigate.com.hk](mailto:deborah.tsui@citigate.com.hk)