

Press Release

[For immediate release]

**Success Universe Group Limited
Announces Positive Profit Alert**

Hong Kong, 20 March 2014 – Success Universe Group Limited (“Success Universe” or the “Company”, Stock Code: 00487.HK), today announced that the Company is expected to record a consolidated profit after tax for the year ended 31 December 2013 (the “Year”) as compared with an audited consolidated loss after tax for the year ended 31 December 2012.

Notwithstanding (i) the performance of the Company’s travel business was affected by the unfavourable global economy and a segment loss for the Year was expected to be recorded; and (ii) a loss recognized on derecognition of a long term payable as a result of the Company’s acquisition of the equity interest in Golden Sun Profits Limited and the related shareholder’s loans pursuant to the exercise of option by SBI Macau Holdings Limited which was completed on 16 October 2013, the Company’s consolidated profit after tax was mainly attributable to (i) a gain recognized on derecognition of a long term payable as a result of the Company’s acquisition of the equity interest in World Fortune Limited and the related shareholder’s loans pursuant to the exercise of option by Maruhan Corporation which was completed on 21 May 2013; and (ii) the improved performance of Ponte 16.

Commenting on the Company’s performance, Mr. Sonny Yeung, Chairman of Success Universe Group Limited, said, “The expected result is encouraging after our diligent effort in becoming a key player in the gaming, entertainment and tourist-related industries in the Asia-Pacific region. We will continue to execute the well planned strategies with an aim of delivering a long-term value for our shareholders.”

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About Success Universe Group Limited

Success Universe Group Limited is listed on The Stock Exchange of Hong Kong Limited (Stock Code: 00487.HK) and is the flagship of Success Universe Group. The Company, through its subsidiaries, operates travel, cruise ship leasing and management and lottery businesses. It also actively involves in gaming, entertainment and tourist-related industries through its investment project Ponte 16, a world-class integrated casino-entertainment resort located in the Inner Harbour of Macau.

About Golden Sun Profits Limited and World Fortune Limited

Golden Sun Profits Limited is an indirect subsidiary of the Company and is an investment holding company. World Fortune Limited, a direct subsidiary of Golden Sun Profits Limited and an indirect subsidiary of the Company, is principally engaged in the holding of 49% equity interest in Pier 16 - Property Development Limited, which is principally engaged in the investment, development and, through its subsidiaries, operation of Ponte 16.

For investor and media enquiries, please contact:

Success Universe Group Limited

Eva Chan

Email: evachan@successug.com

Tel: 852-3101 8668

DLK Advisory Limited

Mona Chow

Email: monachow@dlkadvisory.com

Tel: 852-2854 8712

Maggie Lee

Email: maggielee@dlkadvisory.com

Tel: 852-2854 8720