

Press Release

[For Immediate Release]

**Success Universe Group Limited
In Collaboration with Shanghai Welfare Lottery Centre
To Launch Telephone Sales of Welfare Lottery in Shanghai**

24 March 2014, Hong Kong - Success Universe Group Limited (“Success Universe” or the “Company”, “Stock Code:00487.HK”) today announced that the Company has entered into a cooperative agreement with Shanghai Welfare Lottery Issuance Centre (“Shanghai Welfare Lottery Centre”) to jointly launch the telephone sales of welfare lottery in Shanghai.

Success Universe and Shanghai Welfare Lottery Centre has entered into a cooperative agreement to jointly launch the telephone sales of welfare lottery in Shanghai. The revenue will be determined by a fixed percentage on the concerned lottery sales. According to the approvals from the Ministry of Finance of the People’s Republic of China and the Shanghai Municipal Finance Bureau, Shanghai Welfare Lottery Centre was authorised to launch telephone sales of welfare lottery in Shanghai. Success Universe has become an official business partner of Shanghai Welfare Lottery Centre and has been authorised to provide the telephone agency sales services of welfare lottery through the Company’s technology service platform. On top of the existing sports lottery platform, Success Universe will offer a more comprehensive lottery services package with this newly launched welfare lottery to customers.

Total lottery sales in Shanghai for the first two months in 2014 show a year-on-year growth of approximately 49.9%, higher than the national average growth rate of approximately 13.0%. In addition, total welfare lottery sales in Shanghai for the first two months in 2014 show a year-on-year growth of approximately 18.3% to approximately RMB580 million.

Mr. Yeung Hoi Sing Sonny, the Chairman of Success Universe Group Limited commented, “We are optimistic on the outlook of the lottery market in China. As compared with sports lottery, the welfare lottery is an even bigger market that accounts for about 57% of the overall lottery sales of 2013 in China. The cooperative agreement marks a new milestone for the Company. Apart from our existing sports lottery business

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in Jiangxi, Qinghai and Heilongjiang provinces, we have successfully expanded our network into the welfare lottery market in Shanghai. With the comprehensive sports and welfare lottery sales services as well as our specialised online portal “128cai.com”, we believe the lottery business is going to be the driving force for Success Universe in the near future.”

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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.

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