

Press Release

[For Immediate Release]

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

16 March 2015, Hong Kong - Success Universe Group Limited (Stock Code: 00487.HK, together with its subsidiaries, the “Group”) today announced that the Group is expected to record an increase of around 3 to 5 times in the consolidated profit attributable to the owners of the Company for the year ended 31 December 2014 as compared with that of approximately HK\$18.6 million for the year ended 31 December 2013.

Notwithstanding the expected increase in segment loss in the Group’s travel business for the year ended 31 December 2014, the estimated increase in the consolidated profit attributable to the owners of the Company for the year ended 31 December 2014 is principally due to (i) a gain recognized from the disposal of the cruise ship completed in August 2014; (ii) the improved performance of Ponte 16, the Group’s flagship investment project; and (iii) the encouraging results achieved by the Group’s lottery business, which is expected to record a segment profit for the year ended 31 December 2014 as compared with a segment loss for the last corresponding year mainly resulted from the strong sales growth attributable to the FIFA World Cup 2014 effect.

Commenting on the Group’s performance, Mr. Sonny Yeung, the Chairman of Success Universe Group Limited said, “After years of efforts, Ponte 16 and our lottery business in China are gradually and steadily making a significant contribution to the Group since 2013, and prompted an encouraging results in 2014. With a steady portfolio and comprehensive strategies, we will continue to expand our business, and strive for greater returns for 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 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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