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SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 444)

CHANGE OF AUDITOR

The board of directors (the “**Board**”) of Sincere Watch (Hong Kong) Limited (the “**Company**”) announces that Deloitte Touche Tohmatsu (“**Deloitte**”) has resigned as the auditor of the Company and its subsidiaries (collectively, the “**Group**”) with effect from 27 October 2015 as the Company and Deloitte could not reach a consensus on the audit fee for the financial year ending 31 March 2016.

The Board further announces that BDO Limited (“**BDO**”) has been appointed as the auditor of the Group with effect from 27 October 2015 to fill the casual vacancy occasioned by the resignation of Deloitte. BDO shall hold office until the conclusion of the next annual general meeting of the Company.

Deloitte has confirmed that there are no circumstances connected with its resignation that need to be brought to the attention of the shareholders of the Company.

The Board and the audit committee of the Company confirm that there is no disagreement between the Company and Deloitte, and are not aware of any matters in respect of the change of auditor that need to be brought to the attention of the shareholders of the Company.

The Board would like to take this opportunity to thank Deloitte for its professional services and support rendered to the Group during its tenure of office.

By Order of the Board
Sincere Watch (Hong Kong) Limited
Chu, Kingston Chun Ho
Vice Chairman and Managing Director

Hong Kong, 27 October 2015

As at the date of this announcement, the Executive Directors of the Company are Mrs. Chu Yuet Wah (Chairman), Mr. Wu Ting Yuk, Anthony (Co-chairman) and Mr. Chu, Kingston Chun Ho (Vice Chairman and Managing Director); and the Independent Non-executive Directors of the Company are Mr. Lau Man Tak, Ms. Lo Miu Sheung, Betty and Dr. Wong Yun Kuen.