ESTD 1954

SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 444)

PROFIT WARNING

This announcement is made pursuant to the provisions of inside information under Part XIVA of the SFO and Rule 13.09(2) of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the unaudited interim results of the Group for the six months ended 30 September 2014 are expected to record an approximately 5% and approximately 40% decrease in both the revenue and the net profit respectively as compared to those for the six months ended 30 September 2013.

The unaudited interim results of the Group for the six months ended 30 September 2014 are expected to be announced in November 2014.

Shareholders and potential investors are advised to exercise caution when dealing in the shares in the Company.

This announcement is made by Sincere Watch (Hong Kong) Limited (the "**Company**" and together with its subsidiaries, the "**Group**") pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (the "**SFO**") and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company ("**Shareholders**") and potential investors that the unaudited interim results of the Group for the six months ended 30 September 2014 are expected to record an approximately 5% and approximately 40% decrease in both the revenue and the net profit respectively as compared to those for the six months ended 30 September 2013. The decrease in the revenue was mainly attributable to the continuous slowdown in the luxury retail market for fine watches during the six months under review. The significant decrease in the net profit was due to the surge in the administrative expenses arising from, primarily, the rental and fund-raising related expenses.

Shareholders and potential investors are advised to note that the information contained in this announcement is only based on the preliminary review of the draft consolidated management accounts of the Group for the six months ended 30 September 2014 which have not yet been reviewed by the Company's auditor. The unaudited interim results of the Group for the six months ended 30 September 2014 are expected to be announced in November 2014.

Shareholders and potential investors are advised to exercise caution when dealing in the shares in the Company.

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

Hong Kong, 23 October 2014

As at the date of this announcement, the Executive Directors of the Company are Mrs. Chu Yuet Wah (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.