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SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 444)

DATE OF BOARD MEETING

The board of directors (the “Board”) of Sincere Watch (Hong Kong) Limited (the “Company”) announces that a meeting of the Board will be held on Friday, 21 November 2014 for the purposes of, among other matters, approving the unaudited interim results announcement of the Company and its subsidiaries for the six months ended 30 September 2014 and considering the payment of an interim dividend, if any.

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

Hong Kong, 10 November 2014

As at the date of the 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.