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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 Tuesday, 16 June 2015 for the purposes of, among other matters, approving the announcement of the final results of the Company and its subsidiaries for the year ended 31 March 2015 and considering the payment of a final dividend, if any.

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

Hong Kong, 1 June 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.