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## **SINCERE WATCH (HONG KONG) LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 444)**

### **PROFIT WARNING**

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) 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 (the “**Shareholders**”) and potential investors that the unaudited interim results of the Group for the six months ended 30 September 2015 are expected to incur a net loss as compared with a net profit of approximately HK\$25.7 million for the six months ended 30 September 2014. Such a net loss is mainly due to a substantial decrease in the revenue and the gross profit where such decrease is mainly attributable to the continuous slowdown in the luxury retail market for fine watches.

Shareholders and potential investors are advised to note that the information contained in this announcement is only based on the Board’s preliminary assessment of the draft consolidated management accounts of the Group for the six months ended 30 September 2015 which have not been reviewed by the auditor and the audit committee of the Company. The unaudited interim results of the Group for the six months ended 30 September 2015 are expected to be announced in November 2015.

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

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

Hong Kong, 19 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.*