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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, 28 June 2016 for the purposes of, among other matters, approving the announcement of the annual results of the Company and its subsidiaries for the year ended 31 March 2016 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, 15 June 2016

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