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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**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the information currently available, the Company is expected to continue to record a loss for the six months ended 30 September 2016 but such loss may increase significantly by approximately 90% as compared with the net loss for the corresponding period of 2015. Such increase in the net loss is primarily attributable to the impairment on the Group’s available-for-sale investments to reflect the decrease in fair value of the equity instruments.

The information contained in this announcement is only based on the Company’s preliminary assessment of the consolidated management accounts of the Group, which have not been reviewed or audited by the Company’s auditors. The Company is still in the process of finalizing the Group’s unaudited interim results for the six months ended 30 September 2016 which will be published in late November 2016.

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, 11 November 2016

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