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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, 21 November 2017 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 2017 and considering the payment of an interim dividend, if any.

By Order of the Board
Sincere Watch (Hong Kong) Limited
Chu Yuet Wah
Chairman

Hong Kong, 9 November 2017

As at the date of this announcement, the Executive Directors of the Company are Mrs. Chu Yuet Wah (Chairman), Mr. Zhang Xiaoliang (Deputy Chairman and Chief Executive Officer), Mr. Wu Ting Yuk, Anthony (Deputy Chairman), Mr. Chu, Kingston Chun Ho, Mr. Yang Guangqiang and Mr. An Muzong; and the Independent Non-executive Directors of the Company are Ms. Lo Miu Sheung, Betty, Dr. Wong Yun Kuen, Mr. Yu Zhenxin, Mr. Zong Hao and Mr. Chiu Sin Nang, Kenny.