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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, 29 June 2021 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 2021 and considering the recommendation on the payment of a final dividend, if any.

By Order of the Board

Sincere Watch (Hong Kong) Limited

Zhang Xiaoliang

Deputy Chairman and Chief Executive Officer

Hong Kong, 16 June 2021

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. 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, Mr. Yu Zhenxin, Mr. Zong Hao and Mr. Chiu Sin Nang, Kenny.