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

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

**(Stock Code: 444)**

### **CHANGE OF DATE OF BOARD MEETING**

Reference is made to the announcement of Sincere Watch (Hong Kong) Limited (the “**Company**”) dated 16 June 2023 in relation to the meeting (the “**Meeting**”) of the board of directors (the “**Board**”) of the Company scheduled to be held on Thursday, 29 June 2023 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 2023 (“**2023 Annual Results**”) and considering the recommendation on the payment of a final dividend, if any.

As additional time is required to finalize the 2023 Annual Results, the Board hereby announces that the holding of the Meeting has been rescheduled to Friday, 30 June 2023 to consider the above matters.

By Order of the Board  
**Sincere Watch (Hong Kong) Limited**  
**Zhang Xiaoliang**  
*Chairman and Chief Executive Officer*

Hong Kong, 28 June 2023

*As at the date of this announcement, the Executive Directors of the Company are Mr. Zhang Xiaoliang (Chairman and Chief Executive Officer), Mr. Yang Guangqiang and Mr. An Muzong; the Non-executive Directors of the Company are Mrs. Chu Yuet Wah and Mr. Chu, Kingston Chun Ho; and the Independent Non-executive Directors of the Company are Mr. Yu Zhenxin, Mr. Zong Hao and Mr. Cheng Sing Kau Colman.*