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SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 444)

DATE OF BOARD MEETING AND CONTINUED SUSPENSION OF TRADING

Reference is made to (i) the announcements of Sincere Watch (Hong Kong) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 30 June 2023 in relation to the unaudited consolidated results of the Group for the year ended 31 March 2023 and the delay in publication of the consolidated financial statements of the Group for the financial year ended 31 March 2023 (the “**2023 Audited Annual Results**”); (ii) the announcement of the Company dated 31 July 2023 in relation to the further delay in publication of the 2023 Audited Annual Results; (iii) the profit warning announcement of the Company dated 24 August 2023; and (iv) the announcement of the Company dated 31 August 2023 in relation to the further delay in publication of the 2023 Audited Annual Results (collectively, the “**Announcements**”). Unless the context requires otherwise, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

The board of directors (the “**Board**”) of the Company announces that a meeting of the Board will be held on Friday, 15 September 2023 for the purposes of, among other matters, approving the 2023 Audited Annual Results and considering the recommendation on the payment of a final dividend, if any.

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the securities of the Company on the Stock Exchange has been suspended with effect from 10:33 a.m. on 29 June 2023, and will remain suspended until further notice.

Shareholders of the Company and potential investors are advised to exercise caution in dealing in the securities of the Company.

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

Hong Kong, 13 September 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; and the Independent Non-executive Directors of the Company are Mr. Yu Zhenxin, Mr. Zong Hao, Mr. Cheng Sing Kau Colman and Mr. Hong Sze Lung.