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

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

**(Stock Code: 444)**

### **APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

The board (the “**Board**”) of directors (the “**Directors**”) of Sincere Watch (Hong Kong) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that with effect from 31 December 2024, Ms. Lu Weina (“**Ms. Lu**”) has been appointed as a Non-executive Director of the Company.

Ms. Lu, aged 42, graduated from China University of Geosciences (Beijing) in 2004 with a Bachelor’s Degree of Art in Artistic Design. She also holds two master’s degrees, one in Design Art awarded from China University of Geosciences (Beijing) and the other in Business Administration in Global Luxury Brand Management awarded from EDC Paris Business School. She has over 20 years of work experience in the luxury jewellery design, production, business development and brand management.

From October 2004 to September 2007, Ms. Lu joined Shenzhen Trésor Jewelry Co., Ltd.\* (深圳市塔獅珥珠寶有限公司) to begin her arts and jewellery design career. From October 2007 to June 2010, she served as the marketing manager at Beijing Jovan Jewelry Co., Ltd.\* (北京越王珠寶有限公司). From July 2010 to June 2015, she worked as the head of northern region & head of brand planning department at the headquarters of Hainan Heren Pearl Inc.\* (海南海潤珍珠股份有限公司). From July 2015 to February 2024, she served as the brand director & business development director at Shenzhen YHY Jewellery & Art Investment Co., Ltd.\* (深圳永恆熠珠寶藝術品投資管理有限公司).

Ms. Lu does not have any interest in the shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

There will be a letter of appointment to be entered into between the Company and Ms. Lu. The term of appointment of Ms. Lu is initially for a period of one year commencing on 31 December 2024 and she is subject to the requirements of retirement by rotation and re-election at annual general meetings of the Company in accordance with the Articles of Association of the Company. Ms. Lu will not receive any director's fee and is entitled to receive a discretionary bonus and share compensation by the Company as remuneration, if any, which will be subject to further approval of the Remuneration Committee and the Board.

Save as disclosed above, as at the date of this announcement, Ms. Lu has confirmed that (i) she did not hold any directorship in other public listed companies in Hong Kong or overseas in the past three years; (ii) she does not hold any other position with the Company or other members of the Group; (iii) she does not have any relationship with any Directors, senior management or substantial or controlling shareholders of the Company; and (iv) there is no other information that is required to be disclosed pursuant to sub-paragraphs (h) to (v) of Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited nor there is any other matter that needs to be brought to the attention of the shareholders of the Company in relation to her appointment.

The Board would like to extend a warm welcome to Ms. Lu for joining the Board.

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

Hong Kong, 31 December 2024

*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 of the Company is Ms. Lu Weina; and the Independent Non-executive Directors of the Company are Mr. Yu Zhenxin, Mr. Zong Hao, and Mr. Hong Sze Lung.*

\* *For identification purposes only*