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SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 444)

ADDITIONAL RESUMPTION GUIDANCE AND CONTINUED SUSPENSION OF TRADING

This announcement is made by Sincere Watch (Hong Kong) Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) pursuant to Rule 13.09 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to (1) the announcement of the Company dated 26 August 2025 in respect of the Resumption Guidance (the “**Resumption Guidance Announcement**”), and (2) the announcement of the Company dated 30 April 2026 in relation to the resignation of directors (the “**Resignation Announcement**”, together with the Resumption Guidance Announcement as the “**Announcements**”). Unless the context requires otherwise, capitalized terms used herein shall bear the same meanings as defined in the Announcements.

ADDITIONAL RESUMPTION GUIDANCE

The Company received a letter from the Stock Exchange dated 6 May 2026 setting out the following additional resumption guidance for the resumption of trading in the shares of the Company (the “**Additional Resumption Guidance**”):

- re-comply with Rules 3.10(1), 3.10(2), 3.10A and 3.21 of the Listing Rules.

The Company must remedy the issues causing its trading suspension and fully comply with the Listing Rules to the Stock Exchange’s satisfaction before trading in its securities is allowed to resume. For this purpose, the Company has the primary responsibility to devise its action plan for resumption. The Stock Exchange may further modify or supplement the Resumption Guidance and the Additional Resumption Guidance and/or give further guidance if the Company’s situation changes.

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange was suspended from 9:00 a.m. on 2 July 2025 and will remain suspended until further notice. Further announcement(s) will be made by the Company as and when appropriate and in compliance with the requirements under the Listing Rules.

Shareholders and potential investors are advised to exercise caution when 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, 12 May 2026

As at the date of this announcement, the Executive Directors of the Company are Mr. Zhang Xiaoliang (Chairman and Chief Executive Officer), Mr. An Muzong and Mr. Yang Guangqiang; the Non-executive Director of the Company is Ms. Lu Weina; and the Independent Non-executive Directors of the Company are Mr. Zong Hao and Mr. Yu Zhenxin.