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SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 0444)

PROFIT WARNING

This statement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the interim results of the Group for the six months ended 30 September 2009 is expected to decline significantly, which would end in either a lower net profit or even a net loss as compared to the net profit of the Group for the corresponding period in 2008.

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

This announcement is made by Sincere Watch (Hong Kong) Limited (the “Company”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that the interim results of the Group for the six months ended 30 September 2009 is expected to decline significantly, which would end in either a lower net profit or even a net loss as compared to the net profit of the Group for the corresponding period in 2008. Such decline is primarily attributable to (1) the negative impact of the financial crisis on the business of the Company and its subsidiaries (the “Group”); (2) the substantial provision for the slow moving inventories according to generally acceptable accounting principles; and (3) the incurrence of both the realized and unrealized exchange losses.

The process of finalizing the Group’s unaudited results for the six months ended 30 September 2009 will be conducted after the end of the period under review. The information contained in this announcement is only a preliminary assessment by the management of the Company based on its consolidated management accounts of the Group which have not been reviewed by the auditor and Audit Committee of the Company. The unaudited interim results of the Group for the six months ended 30 September 2009 is expected to be published before the end of December 2009.

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

By Order of the Board
Chau Kwok Fun, Kevin
Vice Chairman

30 September 2009

As at the date of this announcement, Mr. Tay Liam Wee, Mr. Chau Kwok Fun, Kevin, and Ms. Tay Liam Wuan are the Executive Directors of the Company; Mr. Roderick John Sutton and Mr. John Howard Batchelor are the Non-executive Directors of the Company; and Mr. Lew Victor Robert, Dr. King Roger and Mr. Lam Man Bun, Alan are the Independent Non-executive Directors of the Company.