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SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 444)

**FURTHER DELAY IN DESPATCH OF CIRCULAR
IN RELATION TO
(1) MAJOR TRANSACTION:
CAPITAL INJECTION INTO THE TARGET COMPANY;
AND
(2) CONNECTED TRANSACTION:
PROPOSED GRANT OF THE OPTIONS**

Reference is made to (i) the announcement issued by Sincere Watch (Hong Kong) Limited (the “**Company**”) dated 27 March 2015 (the “**Announcement**”) in relation to the Subscription and the proposed grant of Options, and (ii) the announcement of the Company dated 30 April 2015 in relation to the delay in despatch of the Circular (the “**Delay Announcement**”). Unless otherwise stated herein, capitalized terms used herein shall have the same meanings as those defined in the Announcement and the Delay Announcement.

It was stated in the Delay Announcement that the Circular will be despatched to the Shareholders on or before 30 June 2015. Nevertheless, as (i) the Company is in discussions with the Grantees to restructure and terminate the Option Agreements (the “**New Structure**”) in view of the funding needs of the Company and in compliance with the requirements under the Listing Rules, (ii) additional time is required to finalize certain information including, amongst others, (a) audited financial information of the Target Group; (b) unaudited pro forma financial information of the Group and the Target Group; and (c) the valuation report on the properties of the Target Group, the Company expects that the date of despatch of the Circular will be delayed to a date on or before 17 July 2015.

Further announcement(s) will be made by the Company as soon as the terms of the New Structure are finalized and agreed by the parties.

By Order of the Board
Sincere Watch (Hong Kong) Limited
Chu Yuet Wah
Chairman

Hong Kong, 30 June 2015

As at the date hereof, the Board comprises Mrs. Chu Yuet Wah (Chairman), Mr. Wu Ting Yuk, Anthony (Co-chairman) and Mr. Chu, Kingston Chun Ho (Vice Chairman and Managing Director) as executive Directors and Mr. Lau Man Tak, Ms. Lo Miu Sheung, Betty and Dr. Wong Yun Kuen as independent non-executive Directors.