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SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 444)

PROFIT WARNING

This announcement is made by Sincere Watch (Hong Kong) Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to the provisions of inside information under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the annual results of the Group for the year ended 31 March 2016 are expected to incur a net loss as compared with a net profit of approximately HK\$40.2 million for the year ended 31 March 2015. Such a net loss is mainly due to a substantial decrease in the revenue and the gross profit where such decrease is mainly attributable to the continuous slowdown in the luxury retail market for fine watches.

Shareholders and potential investors are advised to note that the information contained in this announcement is only based on the Board’s preliminary assessment of the draft consolidated management accounts of the Group for the year ended 31 March 2016 which have not been reviewed by the auditor and the audit committee of the Company. The Company is still in the process of finalizing the Group’s audited results for the year ended 31 March 2016 which are expected to be announced in June 2016.

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

By Order of the Board
Sincere Watch (Hong Kong) Limited
Chu, Kingston Chun Ho
Vice Chairman and Managing Director

Hong Kong, 29 April 2016

As at the date of this announcement, the Executive Directors of the Company are Mrs. Chu Yuet Wah (Chairman), Mr. Zhang Xiaoliang (Co-Chairman), Mr. Wu Ting Yuk, Anthony (Co-Chairman), Mr. Chu, Kingston Chun Ho (Vice Chairman and Managing Director) and Mr. Yang Guangqiang; and the Independent Non-executive Directors of the Company are Mr. Lau Man Tak, Ms. Lo Miu Sheung, Betty and Dr. Wong Yun Kuen.