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SINCERE WATCH (HONG KONG) LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 444)

**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 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. Unless otherwise stated herein, capitalized terms used herein shall have the same meanings as those defined in the Announcement.

As set out in the Announcement, a circular (the “**Circular**”) containing, amongst other things, (i) further information about the Subscription Agreement; (ii) further information about the proposed grant of the Options; (iii) the Option Agreement and the transactions contemplated thereunder; (iv) a letter of advice from the Independent Board Committee to the Independent Shareholders on the terms of the Option Agreement and the transactions contemplated thereunder; (v) a letter of advice from the Independent Financial Adviser to the Independent Board Committee and the Independent Shareholders on the terms of the Option Agreement and the transactions contemplated thereunder; and (vi) the notice of EGM, will be despatched to the Shareholders by no later than 30 April 2015.

As additional time is required to finalize certain information to be included in the Circular, it is expected that the despatch date of the Circular will be postponed to a date falling on or before 30 June 2015.

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

Hong Kong, 30 April 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.