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FOR REFERENCE ONLY

Subject : Display of Adjusted Previous Closing Price of Sincere Watch (Hong Kong) Limited (stock code 444) on AMS/3 for its 1-for-2 Rights Issue on Ex-Rights Date, 11 March 2014

Enquiry Tel : Mr. Eric Lam (Tel: 2840 3087) or Ms. Cynthia Chiu (Tel: 2840 3076)

Pursuant to the rights issue timetable issued by Sincere Watch (Hong Kong) Limited ("Sincere Watch"), Sincere Watch's shares (stock code: 444) will be marked "ex-rights" on 11 March 2014, the Ex-Rights Date. Shareholders, investors and market participants should read the Sincere Watch's announcements and prospectus documents in full including the terms and conditions of the rights issue of Sincere Watch in dealing with Sincere Watch's shares. If they are in doubt, they should consult their professional adviser(s).

As an AMS/3 standard practice for ex-rights issue and for reference only, an Adjusted Previous Closing Price will be displayed in the "PRV CLOSE" field of Sincere Watch's AMS/3 stock page on 11 March 2014, the Ex-Rights Date. The unadjusted previous closing price will instead be displayed in the free text field. Calculation of the Adjusted Previous Closing Price will be based on Sincere Watch's closing price on 10 March 2014 (i.e. last cum-rights trading day) and by using the following standard adjustment formula for rights issue generally.

Adjustment Formula:

Adjusted Previous Closing Price

$$= [(Closing Price on the last cum-rights trading day \times Y) + (S \times X)] \div (X + Y)$$

where:

S = Subscription price per rights share, i.e. HK\$0.60

X = Number of rights shares a shareholder is entitled to subscribe when he/she holds Y existing shares on the record date, i.e. 1 rights share

Y = Number of existing shares a shareholder has to hold on the record date for entitling him/herself to subscribe for X rights shares, i.e. 2 shares

Note: Price adjustment for rights issue will not be made and the previous closing price will remain unchanged on ex-rights date when the subscription price is higher than the closing price of the shares on the last cum-rights trading day.

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For illustration purpose, depending on Sincere Watch's closing price on 10 March 2014, the Exchange shall base on the above standard formula for rights issue generally to calculate and display the Adjusted Previous Closing Price on Sincere Watch's AMS/3 stock page on 11 March 2014 as follows:-

<u>CUM-RIGHTS</u>	<u>EX-RIGHTS</u>
<u>Unadjusted Closing Price</u> <u>on 10 March 2014</u>	<u>Adjusted</u> <u>Previous Closing Price</u> <u>on 11 March 2014</u>
(HK\$)	(HK\$)
2.265	1.710
2.280	1.720
2.295	1.730
2.310	1.740
2.325	1.750
2.340	1.760
2.355	1.770
2.370	1.780
2.385	1.790
2.400	1.800
2.415	1.810
2.430	1.820
2.445	1.830
2.460	1.840
2.475	1.850
2.490	1.860
2.505	1.870
2.520	1.880
2.535	1.890
2.550	1.900
2.565	1.910
2.580	1.920
2.595	1.930
2.610	1.940
2.625	1.950
2.640	1.960
2.655	1.970
2.670	1.980
2.685	1.990
2.700	2.000

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