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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-into-5 Share Subdivision on 2 September 2014

Enquiry Tel : Mr. Eric Lam (Tel: 2840 3087)

Pursuant to the share subdivision timetable issued by Sincere Watch (Hong Kong) Limited (“Sincere Watch”), the share subdivision of 1 share of HK\$0.10 each in Sincere Watch into 5 subdivided shares of HK\$0.02 each will become effective on 2 September 2014.

Amongst other terms and conditions, Sincere Watch’s share subdivision is subject to the passing of relevant resolution(s) to approve the share subdivision at the Extraordinary General Meeting to be held on 1 September 2014. Shareholders, investors and market participants should read the Sincere Watch’s circulars and regulatory announcements in full including the terms and conditions of Sincere Watch’s share subdivision in dealing with Sincere Watch’s shares. If they are in doubt, they should consult their professional adviser(s).

Further, as an AMS/3 standard practice for share subdivision and for reference only, an Adjusted Previous Closing Price will be displayed in the “PRV CLOSE” field of Sincere Watch’s AMS/3 temporary stock page (stock code: 2932) on 2 September 2014. Calculation of the Adjusted Previous Closing Price will be based on Sincere Watch’s closing price on 1 September 2014 (i.e. the day immediately before the share subdivision becoming effective) and by using the following standard adjustment formula for share subdivision generally.

Adjustment Formula:

Adjusted Previous Closing Price

= Closing Price on the day immediately before Share Subdivision becoming effective x R

where:

R = Ratio of Share Subdivision, i.e. 1/5

.../2

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For illustration purpose, depending on Sincere Watch's closing price on 1 September 2014, the Exchange shall base on the above standard formula for share subdivision generally to calculate and display the Adjusted Previous Closing Price on Sincere Watch's AMS/3 temporary stock page on 2 September 2014 as follows:-

<u>BEFORE SHARE SUBDIVISION</u>	<u>AFTER SHARE SUBDIVISION</u>
<u>Unadjusted Closing Price on 1 September 2014</u>	<u>Adjusted Previous Closing Price on 2 September 2014</u>
(HK\$)	(HK\$)
2.225	0.445
2.250	0.450
2.275	0.455
2.300	0.460
2.325	0.465
2.350	0.470
2.375	0.475
2.400	0.480
2.425	0.485
2.450	0.490
2.475	0.495
2.500	0.500
2.550	0.510
2.600	0.520
2.650	0.530
2.700	0.540
2.750	0.550
2.800	0.560
2.850	0.570
2.900	0.580
2.950	0.590
3.000	0.600
3.050	0.610
3.100	0.620
3.150	0.630
3.200	0.640
3.250	0.650
3.300	0.660
3.350	0.670
3.400	0.680

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