

**APPOINTMENT OF MANAGERS RELATED TO A LISTED ISSUER'S DIRECTORS OR
SUBSTANTIAL SHAREHOLDERS**

Name	Age	Family Relationship with any Director/Substantial Shareholder	Current Position and Duties, Year Position was First Held	Details of Changes in Duties and Position During the Year
Tay Liam Wuan	43	Tay Chok Yan - Daughter	1. Director of subsidiary - Sincere Brand Management Limited in Hong Kong Duties - Responsible for all the operations and business in Hong Kong Since 1995	Nil
		Tay Boo Jiang and Tay Ngiap Jiang - Niece Tay Liam Wee, Soh Gim Teik and Tay Liam Tiak - Cousin	2. Executive Director and Chief Executive Officer of subsidiary - Sincere Watch (Hong Kong) Limited ("SWHK") in Cayman Islands Duties - Responsible for all aspects of SWHK Group's operations Since 2005	Nil
Tay Liam Khoon	36	Tay Ngiap Jiang - Son	1. Executive Director of subsidiary - Sincere Watch Sdn Bhd in Malaysia Duties - Responsible for all the operations and business of the fine watch retailing division in Malaysia Since 2001 and 2002 respectively	Nil
		Tay Boo Jiang and Tay Chok Yan - Nephew Tay Liam Wee, Soh Gim Teik and Tay Liam Tiak - Cousin	2. Executive Director of subsidiary -Emotus Sdn Bhd in Malaysia Duties - Responsible for the operations and business of the lifestyle watch retailing division "Emotus" in Malaysia Since 2001	Nil

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Tay Liam Sze	39	Tay Ngiap Jiang - Daughter Tay Boo Jiang and Tay Chok Yan - Niece Tay Liam Wee, Soh Gim Teik and Tay Liam Tiak – Cousin	Executive Vice President of Marketing Communications Duties - In charge of all the marketing and promotional activities of the region Since 2002	Nil
Tay Liam Ngee	31	Tay Ngiap Jiang - Son Tay Boo Jiang and Tay Chok Yan - Nephew Tay Liam Wee, Soh Gim Teik and Tay Liam Tiak – Cousin	Assistant Retail Manager of Sincere Watch Limited Duties – Responsible for the retail activities in the retail shop Since 2006	Role commenced on 1 August 2006

Notes:

Mr Tay Boo Jiang, Mr Tay Chok Yan and Mr Tay Ngiap Jiang are brothers

Mr Tay Liam Wee is the son of Mr Tay Boo Jiang

Mr Soh Gim Teik is the son-in-law of Mr Tay Boo Jiang

Tay Boo Jiang - Director and Substantial Shareholder

Tay Liam Wee - Director and Substantial Shareholder

Tay Chok Yan - Director

Tay Ngiap Jiang - Director

Soh Gim Teik - Director

Tay Liam Tiak (Deceased) - Substantial Shareholder

Submitted by Lim Gwee Koon, Company Secretary on 30/05/2007 to the SGX