

Key events for Sincere Watch

1954: Sincere Watch is founded by Tay Boo Jiang, retailing watches along North Bridge Road.

1993: Sincere Watch goes public in Singapore. Tay Liam Wee, the founder's son is appointed as CEO.

2007: Sincere Watch is sold by the younger Mr Tay to now-defunct Hong Kong fashion and luxury watch retailer Peace Mark Holdings for S\$530 million.

2008: Sincere Watch is delisted from the Singapore Exchange.

2009: A consortium including the younger Mr Tay buys back the watch retailer for S\$112.7 million after Peace Mark is wound up for failure to pay a debt.

2012: Sincere Watch is sold to Hong Kong businesswoman Pollyanna Chu for S\$232 million. Her son, Kingston Chu, is appointed managing director.

2020: Cortina Holdings announces plans to buy Sincere Watch for S\$84.5 million.
