
THE SINCERE COMPANY, LIMITED

先施有限公司

(Incorporated in Hong Kong with limited liability)
(Stock Code: 00244)

17 April 2025

Dear Shareholders

New Arrangements on Dissemination of Corporate Communications

INTRODUCTION

Pursuant to the amended Rule 2.07A¹ of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the memorandum and articles of association of THE SINCERE COMPANY, LIMITED (the “**Company**”), the Company will disseminate the future corporate communications of the Company (the “**Corporate Communications**”²) to its shareholders³ (the “**Shareholders**”) electronically and only send Corporate Communications in printed form to the Shareholders upon request.

In this connection, the following arrangements will come into effect on Thursday, 17 April 2025.

ARRANGEMENTS

1. Actionable Corporate Communications⁴

The Company will send the Actionable Corporate Communications to the Shareholders individually in electronic form by email. If the Company does not possess the email address of a Shareholder or the email address provided is not functional⁵, the Company will send the Actionable Corporate Communication in printed form together with a request form for soliciting the Shareholder’s functional email address to facilitate electronic dissemination of Actionable Corporate Communications in the future, until such time when the Shareholder has provided a valid and functional email address to the Company’s share registrar as detailed in section 3 below for receiving the same.

2. Corporate Communications

The Company will make the Corporate Communications available on its website (www.sincere.com.hk) and the Stock Exchange’s website (www.hkexnews.hk).

The Company will not send a notice of publication of the Website Version⁶ of Corporate Communications to its Shareholders. The Shareholders are encouraged to proactively monitor the availability of all future Corporate Communications on the websites and access the Website Version of Corporate Communications by themselves.

3. Provision of Shareholder's Email Address to the Company

In support of electronic communication by email, the Company recommends its Shareholders to complete the online form by scanning above QR Code which is valid by 16 June 2025. Should the Shareholders, if for any reason, have difficulty in gaining access to the online form, they may provide the Company with their email address at any time in future by reasonable notice in writing to the Company's share registrar, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 244-ecom@vistra.com.

It is the responsibility of the Shareholders to provide email address that is functional. If the Company does not possess the email address of a Shareholder or the email address provided is not functional, the Company will act according to the above arrangements. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by a Shareholder without receiving any "non-delivery message".

4. Request for Corporate Communications and Actionable Corporate Communications in printed form

For those Shareholders who wish to receive a printed version of all future Corporate Communications and Actionable Corporate Communications or, if for any reason, have difficulty in gaining access to the Corporate Communications on the Company's website, the Company will, upon receipt of request in writing by the Shareholder to the Company's share registrar, Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 244-ecom@vistra.com, send future Corporate Communications and/or the relevant Actionable Corporate Communications (as the case may be) to such Shareholders in printed form free of charge.

Shareholders should note that the preference in receiving Corporate Communications and Actionable Corporate Communications in printed form of a Shareholder will be valid, unless being revoked or superseded, until expired at the end of each financial year of the Company (whichever is earlier). Further request in writing will be required if a Shareholder prefers to continue receiving printed copy of future Corporate Communications and Actionable Corporate Communications thereafter.

Details of the arrangements (i) for dissemination of Corporate Communications and (ii) for requesting printed copy of Corporate Communications and Actionable Corporate Communications are published on "Announcements & Circulars" under the "Investor Relations" section in the Company's website (www.sincere.com.hk). For any queries in relation to this letter, please call the Company's share registrar, Tricor Investor Services Limited, at (852) 2980 1333 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding Hong Kong public holidays, or by sending an email to 244-ecom@vistra.com.

Notes:

¹ With effect from 31 December 2023.

² Corporate Communications include any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities or the investing public, including but not limited to (a) the directors' report and its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

³ Holder(s) of the securities of the Company.

⁴ Actionable Corporate Communications refer to any corporate communications that seek instructions from the Shareholders on how they wish to exercise their rights or make elections as Shareholders.

⁵ It is the responsibility of a Shareholder to provide email address that is functional. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by a Shareholder without receiving any "non-delivery message".

⁶ The version of Corporate Communications being published, in both English and Chinese, on the Company's website.

By the order of the Board
THE SINCERE COMPANY, LIMITED
Ip Ho Wing
Company Secretary