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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 0244)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of The Sincere Company, Limited (the “**Company**”) announces that a meeting of the Board will be held on Friday, 29 May 2020 for the purpose of considering and approving, among other matters, the annual results of the Company and its subsidiaries for the year ended 29 February 2020 and its publication.

By Order of the Board

Ada S P Cheung

Company Secretary

Hong Kong, 18 May 2020

As at the date of this announcement, the Executive Director is Mr. Philip K H Ma, the Non-Executive Director is Mr. Charles M W Chan, and the Independent Non-Executive Directors are Mr. King Wing Ma, Mr. Eric K K Lo, Mr. Peter Tan and Mr. Anders W L Lau.