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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 0244)

APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER

Reference is made to the announcements jointly issued by of The Sincere Company, Limited and Realord Group Holdings Limited dated 15 May 2020 (the “**Joint Announcement**”), 5 June 2020, 17 June 2020, 17 July 2020 and 4 August 2020, respectively, in relation to, among other things, the Offer. Capitalised terms used herein shall have the same meanings as those defined in the Joint Announcement unless otherwise specified.

The board of directors of Sincere wishes to announce that Yue Xiu Capital Limited (“**Yue Xiu Capital**”), a corporation licensed to carry out Type 6 (advising on corporate finance) regulated activity under the SFO, has been appointed as the SinCo IFA to advise the SinCo IBC in respect of the Offer. The appointment of Yue Xiu Capital as the SinCo IFA has been approved by the SinCo IBC.

The letter of advice from Yue Xiu Capital in respect of the Offer will be included in the Composite Document to be despatched to the SinCo Shareholders in accordance with the requirements of the Takeovers Code.

By order of the board
The Sincere Company, Limited
Philip K H Ma
Chairman & CEO

Hong Kong, 12 August 2020

As at the date of this announcement, the executive director of Sincere is Mr. Philip K H Ma, the non-executive director of Sincere is Mr. Charles M W Chan, and the independent non-executive directors of Sincere are Mr. King Wing Ma, Mr. Eric K K Lo, Mr. Peter Tan and Mr. Anders W L Lau.

The directors of Sincere jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.