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**sincere 先施**

**THE SINCERE COMPANY, LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 0244)**

**TRADING HALT**

At the request of The Sincere Company, Limited (the “**Company**”), trading in the shares of the Company on the Main Board of The Stock Exchange of Hong Kong Limited was halted with effect from 1:02 p.m. on Wednesday, 3 February 2021 pending the release of an announcement in relation to inside information of the Company and The Hong Kong Code on Takeovers and Mergers

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

Hong Kong, 3 February 2021

*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.*