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**sincere**先施

**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, 28 May 2021 for the purpose of considering and approving, among other matters, the annual results of the Company and its subsidiaries for the year ended 28 February 2021 and its publication.

By Order of the Board

**Ada S P Cheung**

*Company Secretary*

Hong Kong, 12 May 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.*