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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 0244)

**DESPATCH OF THE RESPONSE DOCUMENT
RELATING TO
THE VOLUNTARY CONDITIONAL CASH OFFER BY
REALORD ASIA PACIFIC SECURITIES
FOR AND ON BEHALF OF
REALORD GROUP HOLDINGS LIMITED
TO ACQUIRE ALL THE ISSUED SHARES OF
THE SINCERE COMPANY, LIMITED**

Financial Adviser to the Company



Independent Financial Adviser to the Independent Board Committee



Reference is made to (i) the offer document (the “**Offer Document**”) dated 5 May 2021 issued by Realord Group Holdings Limited (the “**Realord**”) in relation to the voluntary conditional cash offer (the “**Offer**”) by Realord Asia Pacific Securities for and on behalf of Realord Group Holdings Limited to acquire all the issued shares of The Sincere Company, Limited (“**Sincere**”); and (ii) the announcement dated 7 May 2021 issued by Realord that, among other things, the Offer has become unconditional in all respects. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Offer Document.

A response document in respect of the Offer (the “**Response Document**”) containing, among other things, (i) information relating to the Offer; (ii) a letter of recommendation from the independent board committee of the Sincere Board (“**IBC**”) to the independent Shareholders in respect of the terms of the Offer and as to acceptance of the Offer; and (iii) a letter of advice from Yue Xiu Capital Limited to the IBC in respect of the terms of the Offer and as to acceptance of the Offer, has been despatched to the Shareholders on Thursday, 20 May 2021, in accordance with the Takeovers Code.

WARNING

SinCo Shareholders are strongly advised to read the Offer Document and Response Document carefully before deciding whether or not to accept the Offer. SinCo Shareholders and prospective investors are advised to exercise caution when dealing in the securities of Sincere. Persons who are in doubt as to the action they should take should consult their professional advisers.

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

Hong Kong, 20 May 2021

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.