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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 0244)

**(1) RESIGNATION OF EXECUTIVE DIRECTOR
AND AUTHORISED REPRESENTATIVE;
(2) RESIGNATION OF INDEPENDENT NON-EXECUTIVE DIRECTOR
AND CHANGE IN COMPOSITION OF COMMITTEES; AND
(3) RESIGNATION OF COMPANY SECRETARY
AND AUTHORISED REPRESENTATIVE**

The Board announces the following:

1. Mr. Philip K H Ma has tendered his resignation as chairman, chief executive officer, executive director and authorised representative with effect from 1 July 2021;
2. Mr. King Wing Ma has tendered his resignation as independent non-executive director with effect from 1 July 2021;
3. Ms. Ada S P Cheung has tendered her resignation as company secretary and authorised representative with effect from 15 June 2021;

The board of directors (the “**Board**”) of The Sincere Company, Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) announces the following:

RESIGNATION OF EXECUTIVE DIRECTOR AND AUTHORISED REPRESENTATIVE

Mr. Philip K H Ma (“**Mr. Philip Ma**”) has tendered his resignation as the Company’s chairman, chief executive officer, executive director and authorised representative (the “**Authorised Representative**”) of the Company with effect from 1 July 2021 as he wishes to devote more time to his family. Mr. Philip Ma confirmed that he has no disagreement with the Board and there are no other matters that needs to be brought to the attention of the shareholders of the Company.

The Board expresses its sincere gratitude to Mr. Philip Ma for his valuable contribution to the Group during his tenure of office.

RESIGNATION OF INDEPENDENT NON-EXECUTIVE DIRECTOR AND CHANGE IN COMPOSITION OF COMMITTEES

Mr. King Wing Ma (“**Mr. K W Ma**”) has tendered his resignation as the Company’s independent non-executive with effect from 1 July 2021 as he wishes to devote more time to his family. Further, Mr. K W Ma will also cease to be the chairman and member of the nomination committee and member of the audit committee and remuneration committee of the Company with effect from 1 July 2021. Mr. K W Ma confirmed that he has no disagreement with the Board and there are no other matters that needs to be brought to the attention of the shareholders of the Company.

The Board expresses its sincere gratitude to Mr. K W Ma for his valuable contribution to the Group during his tenure of office.

RESIGNATION OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

Ms. Ada S P Cheung (“**Ms. Cheung**”) has tendered her resignation as company secretary (the “**Company Secretary**”) and Authorised Representative of the Company with effect from 15 June 2021 due to her other personal commitments. Ms. Cheung confirmed that she has no disagreement with the Board and there are no other matters that needs to be brought to the attention of the shareholders of the Company.

The Company is looking for a suitable candidate to fill the vacancy of Company Secretary and Authorised Representative as soon as practicable. Further announcement will be made once the new Company Secretary and Authorised Representative is appointed.

The Board expresses its sincere gratitude to Ms. Cheung for her valuable contribution to the Group during her tenure of office.

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

Hong Kong, 8 June 2021

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