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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock code: 0244)

- (1) CHANGE OF DIRECTOR;**
- (2) CHANGE IN THE COMPOSITION OF EXECUTIVE COMMITTEE;**
- (3) CHANGE OF COMPANY SECRETARY; AND**
- (4) CHANGE OF AUTHORISED REPRESENTATIVE**

The board (the “**Board**”) of directors (each a “**Director**”) of The Sincere Company, Limited (the “**Company**”) announces that Mr. Chan Chu Kin (“**Mr. Chan**”) has resigned as (i) an executive Director; (ii) a member of the executive committee of the Board; (iii) the acting company secretary of the Company; and (iv) an authorised representative of the Company (the “**Authorised Representative**”) under Rule 3.05 of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) with effect from 10 August 2021 due to his family commitment to immigrate to overseas.

Mr. Chan has confirmed that he has no disagreement with the Board and there is no matter in relation to his resignation from the aforesaid positions that needs to be brought to the attention of the Stock Exchange or the shareholders of the Company.

Following the resignation of Mr. Chan, Mr. Lee Ka Ho (“**Mr. Lee**”) has been appointed as (i) the company secretary of the Company; and (ii) the Authorised Representative under Rule 3.05 of the Listing Rules with effect from 10 August 2021.

Mr. Lee, aged 37, first joined the Company as financial controller in February 2019 and left one year later. He subsequently rejoined the Company in August 2020 as the finance director. He has over 15 years of experience in auditing, financial accounting, corporate investment and financing, as well as management. He is also a member of the Hong Kong Institute of Certified Public Accountants and Institute of Chartered Accountants in England and Wales.

The Board would like to take this opportunity to express its sincere gratitude to Mr. Chan for his valuable contribution to the Company during his tenure of office and welcome Mr. Lee on his appointment.

By order of the Board
The Sincere Company, Limited
Lin Xiaohui
Chairman

Hong Kong, 10 August 2021

As at the date of this announcement, the executive Directors are Dr. Lin Xiaohui, Madam Su Jiaohua and Dr. Yu Lai, the non-executive Director is Dr. Tai Tak Fung and the independent non-executive Directors are Mr. Yu Leung Fai, Mr. Yuan Baoyu and Mr. Chung Chun Hung Simon.