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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, 22 October 2021 for the purpose of considering and approving, among other matters, the unaudited interim results of the Company and its subsidiaries for the six months ended 31 August 2021 and its publication, and considering the payment of an interim dividend, if any.

By order of the Board
The Sincere Company, Limited
Lee Ka Ho
Company Secretary

Hong Kong, 11 October 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.