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**sincere**先施

## **THE SINCERE COMPANY, LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock code: 0244)**

### **ELECTION OF MEANS OF RECEIPT AND LANGUAGE OF CORPORATE COMMUNICATIONS**

The Company is making arrangements to ascertain the preferences of the Shareholders with respect to their choice of means of receipt and language of future Corporate Communications in accordance with Rules 2.07A and 2.07B of the Listing Rules.

If the Company does not receive a duly completed and signed Reply Form or does not receive a response indicating an objection from the Shareholder by 17 November 2021, such Shareholder will be deemed to have consented to receive the Website Version of all future Corporate Communications.

### **INTRODUCTION**

To support environmental protection and enhance efficient communication with the Shareholders, and as permitted under all applicable laws and regulations and the Articles of Association, the Company is making the following arrangements to ascertain the preferences of the Shareholders with respect to their choice of means of receipt (in printed form or by electronic means through the Company's website) and language (in English version only, in Chinese version only or in both English and Chinese versions) of its future Corporate Communications.

The Company encourages and recommends the Shareholders to take advantage of the Website Version in respect of its future Corporate Communications to support environmental protection and enhance efficient communication with the Shareholders.

## PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send a letter to the Shareholders on 19 October 2021 (the “**First Letter**”) together with a reply form with a freepost mailing label (applicable for posting within Hong Kong only) (the “**Reply Form**”), in both English and Chinese, to enable them to elect any one of the following options:

Option 1: to access all future Corporate Communications by electronic means through the Company’s website at [www.sincere.com.hk](http://www.sincere.com.hk) (the “**Website Version**”) instead of receiving printed copies, and receive a notification of the publication of the Corporate Communications on the Company’s website; or

Option 2: to receive the printed English version of all future Corporate Communications only; or

Option 3: to receive the printed Chinese version of all future Corporate Communications only; or

Option 4: to receive both the printed English and Chinese versions of all future Corporate Communications.

**The Reply Form should be duly completed, signed and returned by post using the freepost mailing label or by hand delivery to the Company c/o the Share Registrar at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong or by email to [244-ecom@hk.tricorglobal.com](mailto:244-ecom@hk.tricorglobal.com) on or before 17 November 2021.**

**The First Letter explains that if the Company does not receive a duly completed and signed Reply Form or does not receive a response indicating an objection from the Shareholder by 17 November 2021, and until the Shareholders inform the Company c/o the Share Registrar by reasonable prior notice in writing to Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong or by email to [244-ecom@hk.tricorglobal.com](mailto:244-ecom@hk.tricorglobal.com), such Shareholders will be deemed to have consented to receive the Website Version of all future Corporate Communications, and a notification of the publication of the Corporate Communications on the Company’s website will be sent to such Shareholders in the future.**

2. For those Shareholders who choose to receive the Corporate Communications in printed form, the Company will send the selected language version(s) of the Corporate Communications to them unless and until they inform the Company c/o the Share Registrar by reasonable prior notice in writing to Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong or by email to [244-ecom@hk.tricorglobal.com](mailto:244-ecom@hk.tricorglobal.com) that they wish to receive the Corporate Communications in the other (or both) language(s) (as the case may be), or to receive the Website Version of all future Corporate Communications.

3. When each of the printed Corporate Communications is sent in accordance with the arrangements described above, a letter (the “**Second Letter**”) together with a request form with a freepost mailing label (applicable for posting within Hong Kong only) (the “**Request Form**”), in both English and Chinese, will be attached to or printed at some prominent place in the relevant Corporate Communications, specifying that the Corporate Communications prepared in the other language will be available upon request. Shareholders may at any time request for the other language of the Corporate Communications by completing and returning the Request Form to the Company c/o the Share Registrar or by email to 244-ecom@hk.tricorglobal.com.
4. For those Shareholders who choose (or are deemed to have chosen) to receive the Website Version of all future Corporate Communications, if for any reason, such Shareholders have difficulty in receiving or gaining access to the Website Version of the Corporate Communications, the Company or the Share Registrar will, upon request in writing or by email to 244-ecom@hk.tricorglobal.com to the Company c/o the Share Registrar, send the printed form of the Corporate Communications to such Shareholders in the selected language version(s) free of charge.
5. Shareholders are entitled at any time by reasonable prior notice in writing to the Company c/o the Share Registrar at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong or by email to 244-ecom@hk.tricorglobal.com to change their choice of means of receipt and/or language of all future Corporate Communications.
6. All future Corporate Communications in both English and Chinese versions will be available on the Company’s website at [www.sincere.com.hk](http://www.sincere.com.hk) in an accessible format. Electronic copies of all such Corporate Communications in both languages will be submitted to the Stock Exchange for publication on its website at [www.hkexnews.hk](http://www.hkexnews.hk) pursuant to the Listing Rules.
7. The Share Registrar provides a dial-up hotline service at (852) 2980 1333 during business hours (9: 00 a.m. to 5: 00 p.m., Monday to Friday, excluding Hong Kong public holidays) to enable the Shareholders to make enquiry of the Company’s proposed arrangements set out above.
8. The First Letter and the Second Letter will indicate that printed copies of the English and Chinese versions of all future Corporate Communications will be available from the Share Registrar upon request, as well as on the Company’s website and on the website of the Stock Exchange, and that the dial-up hotline service has been provided.

## DEFINITIONS

In this announcement, the following expressions shall have the following meanings unless the context requires otherwise:

“Articles of Association”	the articles of association of the Company (as amended from time to time)
“Company”	The Sincere Company, Limited, a company incorporated in Hong Kong with limited liability, the shares of which are listed and traded on the Main Board of the Stock Exchange (Stock Code: 0244)
“Corporate Communication(s)”	any document(s) issued or to be issued by the Company for the information or action of holders of any of the Company’s securities or the investing public as defined in Rule 1.01 of the Listing Rules, including but not limited to (i) directors’ report, its annual accounts together with a copy of the auditor’s report and, where applicable, its summary financial report; (ii) the interim report and, where applicable, its summary interim report; (iii) a notice of meeting; (iv) a listing document; (v) a circular; and (vi) a proxy form
“Hong Kong”	the Hong Kong Special Administrative Region of the People’s Republic of China
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“Share Registrar”	Tricor Tengis Limited, the share registrar and the transfer office of the Company, at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong
“Shareholder(s)”	holders of the ordinary shares in the share capital of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited

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

Hong Kong, 19 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.*