

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

sincere先施

THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock code: 0244)

CHANGE OF FINANCIAL YEAR END DATE

- Financial year end date changes from 28/29 February to 31 December.
- Next audited consolidated financial statements of the Company will be for the period of ten months from 1 March 2021 to 31 December 2021.

This announcement is made by The Sincere Company, Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.51(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

CHANGE OF FINANCIAL YEAR END DATE

The board of directors (the “**Board**”) of the Company announces that it has resolved to change the financial year end date of the Company from 28/29 February to 31 December. Accordingly, the forthcoming financial year end date of the Company will be 31 December 2021 and the next audited consolidated financial statements of the Company will be for the period of ten months from 1 March 2021 to 31 December 2021.

REASON FOR THE CHANGE

The change of the financial year end date of the Company is to align the financial year end date of the Company with that of Realord Group Holdings Limited (“**Realord**”), the holding company of the Company. The Board considers that the change of the financial year end date will better facilitate the preparation of the consolidated financial statements of the Group and those of Realord and its subsidiaries.

To the best of its knowledge, belief and understanding, the Board does not foresee any material adverse impact on the Group resulting from the change of financial year end date of the Company and there is no other significant matter that needs to be brought to the attention of the shareholders of the Company in this regard.

SUBSEQUENT FINANCIAL REPORTING PERIODS

Following the change of financial year end date to 31 December, the Company will announce and publish its financial results with respect to the following financial periods on or before the following relevant deadlines:

	Deadline for publishing results announcement	Deadline for despatch of annual/ interim report
audited annual results of the Group for the 10 months ending 31 December 2021	31 March 2022	30 April 2022
unaudited interim results of the Group for the 6 months ending 30 June 2022	31 August 2022	30 September 2022

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

Hong Kong, 2 December 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.