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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock code: 0244)

CHANGE OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVE

The board (the “**Board**”) of directors (each a “**Director**”) of The Sincere Company, Limited (the “**Company**”) announces that Mr. Lee Ka Ho (“**Mr. Lee**”) has tendered his resignation as (i) the company secretary and (ii) 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 17 January 2022 due to his own business commitment.

Mr. Lee 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. Lee, Mr. Ip Ho Wing (“**Mr. Ip**”) has been appointed as (i) the company secretary and (ii) the Authorised Representative under Rule 3.05 of the Listing Rules with effect from 17 January 2022.

Mr. Ip, aged 39, joined the Company as finance director in December 2021. Mr. Ip has over 15 years of experience in accounting and finance. Mr. Ip is a member of Hong Kong Institute of Certified Public Accountants. Prior to joining the Company, he had worked as senior finance manager at Realord Group Holdings Limited (Stock Code: 1196), the controlling shareholder of the Company, since January 2015.

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

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

Hong Kong, 17 January 2022

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.