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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock code: 0244)

POSTPONEMENT OF BOARD MEETING

Reference is made to the announcement of The Sincere Company, Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) dated 14 March 2022 in relation to a meeting of the board of directors of the Company (the “**Board**”) to be held on 28 March 2022 for the purpose of considering and approving, among other matters, the final results of the Group for the ten months ended 31 December 2021 (“**FP2021**”) and considering the payment of final dividend, if any (the “**Board Meeting**”).

The Board wishes to inform the shareholders that due to certain staffing interruptions arising from both work from home and office quarantine arrangements occurred in the last month, the Company has experienced slight delay in the audit schedule in respect of the preparation of the consolidated financial results of the Group for FP2021. As a result, the Company has today reconvened the Board Meeting to be held on 31 March 2022, instead of 28 March 2022.

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

Hong Kong, 22 March 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.