SINCere先施

(Incorporated in Hong Kong with limited liability) (於香港註冊成立之有限公司)

> (Stock code: 0244) (股份代號: 0244)

NOTIFICATION LETTER 通知信函

22 September 2023

Dear Shareholders,

The Sincere Company, Limited (the "Company")

- Notice of publication of the interim report for the six months ended 30 June 2023 (the "Current Corporate Communication")

The English and Chinese versions of the Current Corporate Communication is available on the website of the Company at www.sincere.com.hk and the website of Hong Kong Exchanges and Clearing Limited (the "Stock Exchange") at www.hkexnews.hk. You may access the Current Corporate Communication through the websites of the Company and the Stock Exchange.

Shareholders who have chosen (or are deemed to have consented) to access the Company's corporate communications* published on the website of the Company in place of receiving printed copies may request for printed copies of the corporate communications to be sent to them. Shareholders who for any reason have difficulty in accessing the Current Corporate Communication posted on the website of the Company will, upon request in writing to the Company c/o Tricor Tengis Limited, the share registrar and the transfer office of the Company (the "Share Registrar"), at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 244-ecom@hk.tricorglobal.com, be sent the Current Corporate Communication in printed form free of charge.

If you wish to receive printed version(s) of the Current Corporate Communication, please complete Part A of the Change Request Form on the reverse side of this letter and return it to the Company c/o the Share Registrar by using the mailing label (applicable for posting within Hong Kong only) or by email with a scanned copy of the duly completed and signed Change Request Form to 244-ecom@hk.tricorglobal.com. The Change Request Form may also be downloaded from the website of the Company at www.sincere.com.hk or the website of the Stock Exchange at www.hkexnews.hk.

You are entitled to change the choice of means of receipt and/or language of the Company's future corporate communications at any time by completing Part B of the Change Request Form on the reverse side of this letter and returning it to the Company c/o the Share Registrar at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email with a scanned copy of the duly completed and signed Change Request Form to 244-ecom@hk.tricorglobal.com.

Should you have any questions in relation to this letter, please call the dial-up hotline at (852) 2980 1333 during business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully, For and on behalf of The Sincere Company, Limited Lin Xiaohui Chairman

* Corporate communications mean any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities, which include but are not limited to (a) directors' report, its annual accounts together with a copy of the auditor's report and, where applicable, its summary interim report; (b) interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

致列位股東:

先施有限公司(「本公司」) - 截至二零二三年六月三十日止六個月之中期報告(「本次公司通訊」)之發佈通知

本次公司通訊之中、英文版本已上載於本公司網站www.sincere.com.hk及香港交易及結算所有限公司(「**聯交所**」)網站www.hkexnews.hk。 閣下可透過本公司及聯交所網站瀏覽本次公司通訊。

凡已選擇(或被視為已同意)瀏覽在本公司網站登載之本公司之公司通訊*以代替收取印刷本之股東,均可要求索取公司通訊之印刷本。股東如因任何理由瀏覽於本公司網站登載之本次公司通訊時遇有困難,可透過卓佳登捷時有限公司(為本公司之股份過戶登記處)(「**股份過戶登記處**」),地址為香港夏慤道16號遠東金融中心17樓向本公司提出書面要求或電郵至244-ecom@hk.tricorglobal.com,可獲免費發送本次公司通訊之印刷本。

如 閣下欲收取本次公司通訊印刷本,請填妥在本函背面之變更申請表格之甲部,並使用郵寄標籤(僅適用於香港投寄)透過股份過戶登記處寄回至本公司或將已填妥及簽署之變更申請表格的掃描副本電郵至244-ecom@hk.tricorglobal.com。變更申請表格亦可於本公司網站www.sincere.com.hk或聯交所網站www.hkexnews.hk內下載。

閣下有權隨時更改日後公司通訊之收取方式及/或語言版本之選擇,需填寫本函背面之變更申請表格之乙部,然後送回股份過戶登記處(地址為香港夏慤道16號遠東金融中心17樓)或將已填妥及簽署之變更申請表格的掃描副本電郵至244-ecom@hk.tricorglobal.com,以通知本公司。

倘若 閣下有任何與本函內容有關的疑問,請於辦公時間內(星期一至星期五(香港公眾假期除外)上午9時正至下午5時正)致電電話熱線(852) 2980 1333 香油。

代表 **先施有限公司** *主席* 林曉輝 謹啟

二零二三年九月二十二日

* 公司通訊指本公司發出或將予發出以供本公司任何證券的持有人參照或採取行動的任何文件,包括但不限於:(a)董事會報告、年度賬目連同核數師報告及(如適用)財務摘要報告;(b)中期報告及(如適用)中期摘要報告;(c)會議通告;(d)上市文件;(e)通函;及(f)代表委任表格。

CHANGE REQUEST FORM 變更申請表格

To: The Sincere Company, Limited (the "Company") (Stock Code: 244) c/o Tricor Tengis Limited

17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong

先施有限公司(「本公司」) (股份代號: 244) 經卓佳登捷時有限公司 香港夏慤道16號遠東金融中心17樓

I/We have received the Current Corporate Communication in English/Chinese or have elected (or am/are deemed to have elected) to receive the Current Corporate Communication in electronic form on the Company's website. I/We would like to request the printed version(s) of the Current Corporate Communication in the manner as indicated below: Part A

本人/吾等已收取本次公司通訊之英文/中文印刷本或已選擇(或被視為已選擇)收取於本公司網站登載的本次公司通訊電子版本。本人 吾等現欲索取下列所示之本次公司通訊印刷本: 甲部

(Please mark a "✔" in ONLY ONE of the following boxes 請僅在下列其中一個空格內劃上「✔」號)				
	to receive the printed English version of the Current Corporate Communication; OR 收取本次公司通訊之 英文印刷本 ;或			
	to receive the printed Chinese version of the Current Corporate Communication; OR 收取本次公司通訊之中文印刷本;或			
	to receive both printed English and Chinese versions of the Current Corporate Communication. 同時收取本次公司通訊之 英文及中文印刷本 。			
Part B I/We would like to change the choice of language or means of receipt of all future corporate communications of the Company in the manner as indicated below:				
乙部	乙部 本人/吾等現欲更改選擇有關本公司日後刊發的所有公司通訊之語言版本或收取途徑如下:			
(Please mark a "✔" in ONLY ONE of the following boxes 請僅在下列其中一個空格內劃上「✔」號)				
	to access all future corporate communications by electronic means through the Company's website at www.sincere.com.hk (the " Web Version " and receive a notification of the publication of the corporate communications on the Company's website; OR 透過本公司網站www.sincere.com.hk以電子方式存取所有日後公司通訊 (「網上版本」),以代替收取印刷本,並收取公司通訊已在本公司		0 1	copies,
	My/Our email address: 本人/吾等之電郵地址:			
	(Please ensure information properly filled in for notification of publication of all future corporate communication. 請確保資料正確填寫以供通知	口目後發佈的所有么	·司通訊之	之用。)
	to receive the printed English version of all future corporate communications only; OR 僅收取所有日後公司通訊之 英文印刷本 ;或			
	to receive the printed Chinese version of all future corporate communications only; OR 僅收取所有日後公司通訊之中文印刷本;或			
	to receive both printed English and Chinese versions of all future corporate communications. 同時收取所有日後公司通訊之 英文及中文印刷本 。			
	nareholder's full name Signature 東全名:			
	(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)			
Address 地址:_				
	(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)			
Contact t 聯絡電話	ontact telephone number			
 By so 於選 If yo 如屬 		cations in printed form.		

- For the avoidance of doubt, the Company does not accept any special misturctions written on this Change Request Form.

 為免存疑。本公司概不接受於本變更申請表格上書寫之任何额外指示。

 PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

 "Personal Data" in this statement has the same meaning as "personal data" defined in the Personal Data (Privacy) Ordinance, Cap 486 (the "PDPO"), which may include but not limited to your name, contact telephone number and mailing (i) address. 本聲明中之「個人資料」相等於《個人資料(私隱)條例》(第486章)(『《**私腰條例**》」) 所定義之「個人資料」,當中可能包括但不限於 関下之姓名、聯絡電話號碼及郵寄地址。 Your supply of Personal Data is on a voluntary basis for the purpose of receiving the Current Corporate Communication in the manner chosen. Your Personal Data will be retained for such period as may be necessary for our verification and
- Tour supply of Personal Data is on a voluntary basis for the purpose of receiving the Current Corporate Communication in the linamier chosen. Four Personal Data is on a voluntary basis for the purpose of receiving the Current Corporate Communication in the linamier chosen. Four Personal Data is not a voluntary basis in a voluntary basis in a voluntary basis in a voluntary basis in the purpose of receiving the region of the Personal Data in a voluntary basis in the provisions of the PDPO. Any such request for access to and/or correction of the Personal Data should be in writing addressed to the Privacy Compliance Officer of Tricor Tengis Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to is-enquiries@hk.tricorglobal.com.

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MAILING LABEL 郵寄標籤

Please cut the mailing label and stick it on an envelope to return this Reply Form to us.

No postage stamp is required for local mailing 閣下寄回此回條時,請將郵寄標籤剪貼於信封上。 如在本港投寄, 閣下無須貼上郵票

Tricor Tengis Limited 卓佳登捷時有限公司 Freepost No. 簡便回郵號碼10 GPO Hong Kong 香港 The Sincere Company, Limited (244) 先施有限公司(244)