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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 0244)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (the “SFO”) (Chapter 571, Laws of Hong Kong).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that based on management information currently available, the Group is expected to record a profit attributable to shareholders of the Company for the year ended 28 February 2013 as compared to a loss of last year.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the SFO.

The Board of the Company wishes to inform the shareholders of the Company and potential investors that based on management information currently available, the Group is expected to record a profit attributable to shareholders of the Company for the year ended 28 February 2013 as compared to a loss of last year.

The profit mainly attributable to the gain on disposal of indirect interest in Dalian Sincere Building Co Ltd (“大連先施大廈有限公司”) as announced on 27 September 2012 and the fair value changes on financial assets at fair value through profit or loss.

The information contained in this announcement is based on the management accounts of the Group and information currently available to the Board, which have not been confirmed or reviewed by the Company's external auditors or the audit committee. Shareholders of the Company and potential investors are advised to read the Group's annual results announcement for the year ended 28 February 2013 carefully, which is expected to be published on or before the end of May 2013.

Shareholders and potential investors are therefore advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
The Sincere Company, Limited
Walter K W Ma
Chairman

Hong Kong, 24 April 2013

As at the date of this announcement, the Executive Directors of the Company are Mr Walter K W Ma, Mr Philip K H Ma and Mr John Y C Fu; and the Independent Non-Executive Directors are Mr King Wing Ma, Mr Eric K K Lo, Mr Charles M W Chan and Mr Peter Tan.