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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 0244)

PROFIT WARNING

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 Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (“SFO”).

The board of directors (the “Board”) of the Company would like to inform the shareholders of the Company and potential investors that the unaudited interim results of the Group for the six months ended 31 August 2013 is expected to record a significant increase in loss as compared to the corresponding period ended 31 August 2012.

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

This announcement is made by The Sincere Company, Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board of the Company would like to inform the shareholders of the Company and potential investors that based on information currently available, the unaudited interim results of the Group for the six months ended 31 August 2013 is expected to record a significant increase in loss as compared to the corresponding period ended 31 August 2012. The loss was mainly attributable to the initial costs for entering into new leases and the rental expenses which was caused by the compliance with relevant accounting standard to recognise the effective rent during the rent free period for the new stores. This resulted a substantial increase in rental for the leasing of the new stores since the second quarter of 2013 but some of the new stores only commenced trading in the third quarter of 2013 while one of the new stores is expected to be commenced trading in the fourth quarter of 2013.

Investors and shareholders of the Company are advised to note that the information contained in this announcement is only based on the preliminary estimates from the draft unaudited accounts of the Group for the six months ended 31 August 2013 which have not yet been finalized as at the date hereof. Shareholders of the Company and potential investors are advised to read the Group's interim results announcement for the six months ended 31 August 2013 carefully, which is expected to be published on 31 October 2013.

Shareholders of the Company and potential investors are 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, 4 October 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.