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**THE SINCERE COMPANY, LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 0244)**

**DELAY IN PUBLICATION  
OF THE 2021 ANNUAL RESULTS  
AND  
ADJOURNMENT OF BOARD MEETING**

This announcement is made by The Sincere Company, Limited (the “**Company**”, which together with its subsidiaries shall be referred to as the “**Group**”) 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcement of the Company dated 12 May 2021 in relation to the board meeting (the “**Board Meeting**”) of the Company originally scheduled to be held on Friday, 28 May 2021 to consider and approve, among other matters, the annual results of the Group for the year ended 28 February 2021 (the “**2021 Annual Results**”) and its publication.

**DELAY IN PUBLICATION OF THE 2021 ANNUAL RESULTS**

Pursuant to Rule 13.49(1) of the Listing Rules, the Company is required to publish the announcement for the results for 2021 Annual Results on a date not later than three months after the end of the financial year of the Company, that is, on or before Monday, 31 May 2021 (the “**Deadline**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that the Company will not be able to publish the 2021 Annual Results on or before the Deadline, due to the additional time required to complete the audit of the 2021 Annual Results, which is subject to, amongst other things, finalisation of financial arrangements between the Company and its controlling shareholder.

At this stage, the Company is not in a position to assess the expected date of publication of the 2021 Annual Results as this will need to be agreed with the auditor. Based on the information currently available to the Company, the Company estimates that the 2021 Annual Results might be published within two weeks from the date of this announcement. However, this estimate is subject to further changes and the Company shall keep the shareholders informed about the latest developments in the publication of the 2021 Annual Results.

Rule 13.49(3) of the Listing Rules provides that where an issuer is unable to publish its preliminary results in accordance with the requirements of the Listing Rules, it must announce its results based on the financial results which have yet to be agreed with the independent auditor (so far as the information is available). After due and careful consideration, the Board formed the view that as the financial data in relation to the unaudited consolidated management accounts of the Group are still being reviewed and finalised by the Group, it would not be appropriate for the Group to publish the unaudited consolidated management accounts of the Group for the 2021 Annual Results for the time being as they may be misleading and confusing to shareholders and potential investors of the Company.

#### **ADJOURNMENT OF BOARD MEETING**

The Board Meeting has been adjourned from Friday, 28 May 2021 to a date to be announced by the Company in due course, in accordance with the Listing Rules.

The Company shall keep the shareholders informed about the latest developments in the publication of the 2021 Annual Results. The Company strives to publish the 2021 Annual Results as soon as practicable.

By order of the Board  
**The Sincere Company, Limited**  
**Philip K H Ma**  
*Chairman & CEO*

Hong Kong, 26 May 2021

*As at the date of this announcement, the executive director of Sincere is Mr. Philip K H Ma, the non-executive director of Sincere is Mr. Charles M W Chan, and the independent non-executive directors of Sincere are Mr. King Wing Ma, Mr. Eric K K Lo, Mr. Peter Tan and Mr. Anders W L Lau.*

*The directors of Sincere jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.*