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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 0244)

DATE OF BOARD MEETING

The board of directors (the “Board”) of The Sincere Company, Limited (the “Company”) announces that a meeting of the Board will be held on Friday, 28 October 2016 at 11:00 a.m. for the purpose of considering and approving, among other matters, the unaudited interim results of the Company and its subsidiaries for the six months ended 31 August 2016 and its publication.

By Order of the Board

Ada S P Cheung

Company Secretary

Hong Kong, 7 October 2016

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