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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 Monday, 29 May 2017 for the purpose of considering and approving, among other matters, the annual results of the Company and its subsidiaries for the year ended 28 February 2017 and its publication.

By Order of the Board
Ada S P Cheung
Company Secretary

Hong Kong, 21 April 2017

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 are Mr King Wing Ma, Mr Eric K K Lo, Mr Charles M W Chan and Mr Peter Tan.