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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, 26 October 2018 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 2018 and its publication.

By Order of the Board

Ada S P Cheung

Company Secretary

Hong Kong, 9 October 2018

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