

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

sincere 先施

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, 25 October 2019 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 2019 and its publication.

By Order of the Board
The Sincere Company, Limited
Ada S P Cheung
Company Secretary

Hong Kong, 14 October 2019

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.