

sincere 先施

THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock code: 0244)

29 April 2022

To the Shareholders

Dear Sir/Madam,

Election of Means of Receipt and Language of Corporate Communications

Pursuant to Rules 2.07A and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the articles of association of The Sincere Company, Limited (the “**Company**”), the Company is making available to you the following options for you to elect means of receipt of future corporate communications of the Company (the “**Corporate Communication(s)**”), which means any document(s) issued or to be issued by the Company for the information or action of holders of any of the Company’s securities, including but not limited to (a) the directors’ report, its annual accounts together with a copy of the auditor’s report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form, in the following manners:

- Option 1: to access all future Corporate Communications by electronic means through the Company’s website at www.sincere.com.hk (the “**Website Version**”) instead of receiving printed copies, and receive a notification of the publication of the Corporate Communications on the Company’s website; or
- Option 2: to receive the printed English version of all future Corporate Communications only; or
- Option 3: to receive the printed Chinese version of all future Corporate Communications only; or
- Option 4: to receive both the printed English and Chinese versions of all future Corporate Communications.

To support environmental protection and enhance efficient communication with you, the Company encourages and recommends that you select Option 1 above to receive the Website Version of all future Corporate Communications. To make your election, please complete the enclosed reply form (the “**Reply Form**”) in accordance with the instructions printed thereon and sign and return it by mail or by hand to the Company c/o the share registrar and the transfer office of the Company (the “**Share Registrar**”), Tricor Tengis Limited, at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong. If you post the Reply Form in Hong Kong, you may use the freepost mailing label provided when returning the Reply Form to the Company. If you are mailing the Reply Form from overseas, please affix an appropriate stamp. You may also send email with a scanned copy of the duly completed and signed Reply Form to 244-ecom@hk.tricorglobal.com.

If the Company does not receive the duly completed and signed Reply Form or any response in writing indicating any objection from you by 30 May 2022, and until you inform the Company c/o the Share Registrar by reasonable prior notice in writing to Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong or by email to 244-ecom@hk.tricorglobal.com, you are deemed to have consented to receive the Website Version of all future Corporate Communications, and a notification of the publication of the Corporate Communications on the Company’s website will be sent to you in the future.

You are entitled at any time by reasonable prior notice in writing to the Company c/o the Share Registrar at Level 54, Hopewell Centre, 183 Queen’s Road East, Hong Kong or by email to 244-ecom@hk.tricorglobal.com to change your choice of means of receipt and/or language of future Corporate Communications. Even if you have chosen (or are deemed to have consented) to receive the Website Version of future Corporate Communications but for any reason have difficulty in receiving or gaining access to the Website Version of the Corporate Communications, the Company or the Share Registrar will, upon your request in writing or by email to 244-ecom@hk.tricorglobal.com, send the printed form of the Corporate Communications to you in the selected language version(s) free of charge.

Please note that printed copies of the English and Chinese versions of all future Corporate Communications will be available from the Company or the Share Registrar on request. The Website Version of all future Corporate Communications will also be available on the Company’s website at www.sincere.com.hk and the website of the Stock Exchange at www.hkexnews.hk.

Should you have any query relating to this letter, please call the dial-up hotline of the Share Registrar at (852) 2980 1333 during business hours (9:00 a.m. to 5:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,
For and on behalf of
The Sincere Company, Limited
Lin Xiaohui
Chairman