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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock code: 0244)

NOTICE 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, 28 August 2023 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 30 June 2023 and its publication, and considering the payment of an interim dividend, if any.

By Order of the Board
The Sincere Company, Limited
Ip Ho Wing
Company Secretary

Hong Kong, 11 August 2023

As at the date of this announcement, the executive directors are Dr. Lin Xiaohui, Madam Su Jiaohua and Dr. Yu Lai; the non-executive director is Dr. Tai Tak Fung; and the independent non-executive directors are Mr. Yu Leung Fai and Mr. Chung Chun Hung Simon.