

sincere先施

THE SINCERE COMPANY, LIMITED

先施有限公司

(Incorporated in Hong Kong with limited liability)

(於香港註冊成立之有限公司)

(Stock code: 0244)

(股份代號：0244)

NOTIFICATION LETTER 通知信函

26 April 2024

Dear Shareholders,

The Sincere Company, Limited (the “Company”)

– Notice of publication of the annual report for the year ended 31 December 2023 and the circular dated 26 April 2024 including notice of annual general meeting and proxy form (the “Current Corporate Communication”)

The English and Chinese versions of the Current Corporate Communication is available on the website of the Company at www.sincere.com.hk and the website of Hong Kong Exchanges and Clearing Limited (the “Stock Exchange”) at www.hkexnews.hk. You may access the Current Corporate Communication through the websites of the Company and the Stock Exchange.

Shareholders who have chosen (or are deemed to have consented) to access the Company’s corporate communications* published on the website of the Company in place of receiving printed copies may request for printed copies of the corporate communications to be sent to them. Shareholders who for any reason have difficulty in accessing the Current Corporate Communication posted on the website of the Company will, upon request in writing to the Company c/o Tricor Tengis Limited, the share registrar and the transfer office of the Company (the “Share Registrar”), at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email to 244-ecom@hk.tricorglobal.com, be sent the Current Corporate Communication in printed form free of charge.

If you wish to receive printed version(s) of the Current Corporate Communication, please complete Part A of the Change Request Form on the reverse side of this letter and return it to the Company c/o the Share Registrar by using the mailing label (applicable for posting within Hong Kong only) or by email with a scanned copy of the duly completed and signed Change Request Form to 244-ecom@hk.tricorglobal.com. The Change Request Form may also be downloaded from the website of the Company at www.sincere.com.hk or the website of the Stock Exchange at www.hkexnews.hk.

You are entitled to change the choice of means of receipt and/or language of the Company’s future corporate communications at any time by completing Part B of the Change Request Form on the reverse side of this letter and returning it to the Company c/o the Share Registrar at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email with a scanned copy of the duly completed and signed Change Request Form to 244-ecom@hk.tricorglobal.com.

Should you have any questions in relation to this letter, please call the dial-up hotline 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

* Corporate communications mean any document(s) issued or to be issued by the Company for the information or action of holders of any of its securities, which include but are not limited to (a) directors’ report, its annual accounts together with a copy of the auditor’s report and, where applicable, its summary financial report; (b) 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.

致列位股東：

先施有限公司（「本公司」）

– 截至二零二三年十二月三十一日止年度之年報及日期為二零二四年四月二十六日之通函（包括股東週年大會通告）及代表委任表格（「本次公司通訊」）之發佈通知

本次公司通訊之中、英文版本已上載於本公司網站www.sincere.com.hk及香港交易及結算所有限公司（「聯交所」）網站www.hkexnews.hk。閣下可透過本公司及聯交所網站瀏覽本次公司通訊。

凡已選擇（或被視為已同意）瀏覽在本公司網站登載之本公司之公司通訊*以代替收取印刷本之股東，均可要求索取公司通訊之印刷本。股東如因任何理由瀏覽於本公司網站登載之本次公司通訊時遇有困難，可透過卓佳登捷時有限公司（為本公司之股份過戶登記處）（「股份過戶登記處」），地址為香港夏慤道16號遠東金融中心17樓向本公司提出書面要求或電郵至244-ecom@hk.tricorglobal.com，可獲免費發送本次公司通訊之印刷本。

如閣下欲收取本次公司通訊印刷本，請填妥在本函背面之變更申請表格之甲部，並使用郵寄標籤（僅適用於香港投寄）透過股份過戶登記處寄回至本公司或將已填妥及簽署之變更申請表格的掃描副本電郵至244-ecom@hk.tricorglobal.com。變更申請表格亦可於本公司網站www.sincere.com.hk或聯交所網站www.hkexnews.hk內下載。

閣下有權隨時更改日後公司通訊之收取方式及／或語言版本之選擇，需填寫本函背面之變更申請表格之乙部，然後送回股份過戶登記處（地址為香港夏慤道16號遠東金融中心17樓）或將已填妥及簽署之變更申請表格的掃描副本電郵至244-ecom@hk.tricorglobal.com，以通知本公司。

倘若閣下有任何與本函內容有關的疑問，請於辦公時間內（星期一至星期五（香港公眾假期除外）上午9時正至下午5時正）致電電話熱線(852) 2980 1333查詢。

代表
先施有限公司
主席
林曉輝
謹啟

二零二四年四月二十六日

* 公司通訊指本公司發出或將予發出以供本公司任何證券的持有人參照或採取行動的任何文件，包括但不限於：(a)董事會報告、年度賬目連同核數師報告及（如適用）財務摘要報告；(b)中期報告及（如適用）中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)代表委任表格。

