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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code: 0244)

CLARIFICATION ANNOUNCEMENT

IN RELATION TO THE RESPONSE DOCUMENT

Reference is made to (i) the offer document (the “**Offer Document**”) dated 5 May 2021 issued by Realord Group Holdings Limited in relation to the voluntary conditional cash offer (the “**Offer**”) by Realord Asia Pacific Securities for and on behalf of Realord Group Holdings Limited to acquire all the issued shares of The Sincere Company, Limited (“**Sincere**”); and (ii) the response document in respect of the Offer (the “**Response Document**”) dated 20 May 2021 issued by Sincere. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Response Document.

Sincere wishes to state that sub-paragraph (v) of the section headed “HOLDINGS AND DEALINGS IN SECURITIES OF THE COMPANY” on page II-5 of the Response Document should have included Mr. Eric K K Lo’s intention with regard to his remaining 1,200 shares and read as follows:

“(v) the Directors intended, in respect of their own beneficial shareholdings, to accept the Offer; Mr. Eric K K Lo has tendered 2,199,200 Shares (but intended not to accept the Offer in respect of his remaining 1,200 Shares), Mr. Phillip K H Ma has tendered 5,120,000 Shares, Mr. Charles M W Chan has tendered 102,400 Shares, Mr. Peter Tan has tendered 40,000 Shares and Mr. Anders W L Lau does not hold any beneficial shareholding in the Company; and”

Save as stated above, all information set out in the Response Document remains unchanged.

By order of the Board
The Sincere Company, Limited
Philip K H Ma
Chairman & CEO

Hong Kong, 27 May 2021

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

The directors of Sincere jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.