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**sincere先施**

**THE SINCERE COMPANY, LIMITED**

*(Incorporated in Hong Kong with limited liability)*

**(Stock Code: 0244)**

**SUSPENSION OF TRADING**

At the request of The Sincere Company, Limited (the “**Company**”), trading in the shares of the Company on the Main Board of The Stock Exchange of Hong Kong Limited will be suspended with effect from 9:00 a.m. on Tuesday, 1 June 2021 pending the publication of the annual results of the Company and its subsidiaries for the year ended 28 February 2021.

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

Hong Kong, 1 June 2021

*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.*