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THE SINCERE COMPANY, LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock code: 0244)

COMPLETION OF SHARE SALE BY THE CONTROLLING SHAREHOLDER

This announcement is made by The Sincere Company, Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Reference is made to the announcement (the “**Announcement**”) of the Company dated 1 November 2024 in relation to the sale and purchase agreement (the “**Agreement**”) entered into between Realord Group Holdings Limited (“**Realord**”) and Manureen Holdings Limited (“**MHL**”), pursuant to which Realord has conditionally agreed to sell, and MHL has conditionally agreed to purchase a total of 985,471,362 shares of the Company (the “**Shares**”), representing 75% of the total issued Shares (the “**Share Sale**”).

The Company has been informed by Realord that completion of the Share Sale took place on 23 December 2024. Immediately upon completion of the Share Sale, MHL became the holder of the 985,471,362 Shares, representing 75% of the total issued Shares, and Realord has ceased to hold any Shares.

By Order of the Board
The Sincere Company, Limited
Lin Xiaohui
Chairman

Hong Kong, 23 December 2024

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, Mr. Chung Chun Hung Simon and Mr. Lin Lin.