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THE SINCERE COMPANY, LIMITED
(Incorporated in Hong Kong with limited liability)
(Stock Code: 0244)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a substantial loss for the year ended 28 February 2009 as compared with that for the last corresponding year.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by The Sincere Company, Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Listing Rules.

The board of directors of the Company (the “Board”) wishes to inform shareholders of the Company and potential investors that the Group is expected to record a substantial loss for the year ended 28 February 2009 as compared with that for the last corresponding year. The Group’s performance is adversely affected by the global financial turmoil and the economic downturn.

The Group’s principal businesses consist of the operation of department stores, holding of properties for investment and rental purposes, property development, securities trading, the provision of advertising agency services and the provision of travel agency franchising services. The expected loss is mainly attributable to losses from the Group’s securities investments due to substantial declines in the global equity market.

Nevertheless, the Board believes that the overall operation and financial position of the Group remains healthy and solid.

The Company is still in the process of finalizing the Group’s results for the year ended 28 February 2009. The information contained in this announcement is only based on the Company’s preliminary review of the consolidated management accounts as at 31 December 2008 which have not been audited or reviewed by the Company’s auditors. Shareholders of the Company and potential investors are advised to read the Group’s annual results announcement for the year ended 28 February 2009 carefully, which is expected to be published before the end of June 2009.

Shareholders of the Company and potential investors are therefore advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
The Sincere Company, Limited
Walter K. W. Ma
Chairman

Hong Kong, 20 February 2009

As at the date of this announcement, the executive directors of the Company are Mr. Walter K. W. Ma and Mr. Philip K. H. Ma; and the independent non-executive directors of the Company are Mr. King Wing Ma, Mr. Eric K. K. Lo and Mr. Charles M. W. Chan.