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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 would like to inform the shareholders of the Company and potential investors that the unaudited interim results of the Group for the six months ended 31 August 2011 is expected to record a substantial increase in loss as compared to the corresponding period ended 31 August 2010.

Shareholders 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 would like to inform shareholders of the Company and potential investors that based on information currently available, the unaudited interim results of the Group for the six months ended 31 August 2011 is expected to record a substantial increase in loss as compared to the corresponding period ended 31 August 2010. The loss is mainly attributable to the unrealized losses arising from the fair market value assessment of the financial assets as a result of the adverse global investment market conditions; and the provision for impairment on an unlisted investment of a private limited company in the United States.

The information contained in this announcement is only based on the preliminary estimates from the unaudited management accounts of the Group for the six months ended 31 August 2011 which have not yet been finalized as at the date hereof. Further details of the Group’s performance will be disclosed when the 2011 interim report of the Company are announced.

Shareholders 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 Ma
Chairman

Hong Kong, 28 September 2011

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.