



INTERIM REPORT 2007

INTERIM RESULTS

The Board of Directors (the "Board") of The Sincere Company, Limited (the "Company") herein presents the unaudited condensed consolidated results of the Company and its subsidiaries (the "Group") for the six months ended 31 August 2007, together with the comparative amounts. The interim financial statements have not been audited by the Company's auditors, but have been reviewed by the Audit Committee of the Company.

CONDENSED CONSOLIDATED INCOME STATEMENT – UNAUDITED

For the six months ended 31 August 2007

NotesHK\$'000HK\$'00REVENUE4199,707264,61Cost of sales(66,131)(146,91Other income23,01881,64Selling and distribution costs(68,178)(61,77General and administrative expenses(58,659)(59,81)Other operating expenses(2,881)(77,04Finance costs(2,387)(5,71Share of profits less losses of associates535,5998,75PROFIT BEFORE TAX535,5998,75	6
Cost of sales (66,131) (146,91) Other income 23,018 81,64 Selling and distribution costs (68,178) (61,77) General and administrative expenses (58,659) (59,81) Other operating expenses (2,881) (77,04) Finance costs (2,387) (5,71) Share of profits less losses of associates 11,110 13,75 PROFIT BEFORE TAX 5 35,599 8,75	0
Other income23,01881,64Selling and distribution costs(68,178)(61,77General and administrative expenses(58,659)(59,81Other operating expenses(2,881)(77,04Finance costs(2,387)(5,71Share of profits less losses of associates11,11013,75PROFIT BEFORE TAX535,5998,75	9
Selling and distribution costs(68,178)(61,77General and administrative expenses(58,659)(59,81Other operating expenses(2,881)(77,04Finance costs(2,387)(5,71Share of profits less losses of associates11,11013,75PROFIT BEFORE TAX535,5998,75	0)
General and administrative expenses(58,659)(59,81)Other operating expenses(2,881)(77,04)Finance costs(2,387)(5,71)Share of profits less losses of associates11,11013,75PROFIT BEFORE TAX535,5998,75	8
Other operating expenses(2,881)(77,04)Finance costs(2,387)(5,71)Share of profits less losses of associates11,11013,75PROFIT BEFORE TAX535,5998,75	4)
Finance costs(2,387)(5,71)Share of profits less losses of associates11,11013,75PROFIT BEFORE TAX535,5998,75	7)
Share of profits less losses of associates11,11013,75PROFIT BEFORE TAX535,5998,75	8)
PROFIT BEFORE TAX 5 35,599 8,75	7)
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Tax 6 1,652 (1,12	1) _
PROFIT FOR THE PERIOD 37,251 7,63	1
ATTRIBUTABLE TO:	
Equity holders of the Company 37,598 2,89	7
Minority interests (347) 4,73	4
37,251 7,63	1
EARNINGS PER SHARE ATTRIBUTABLE TO	
ORDINARY EQUITY HOLDERS OF THE COMPANY 7	
Basic 6.5 cents 0.5 cer	t
Diluted N/A N/.	Δ

CONDENSED CONSOLIDATED BALANCE SHEET – UNAUDITED

NON-CURRENT ASSETS 55,826 72,677 Properties and equipment 761 776 Properties and eduction 761 776 Properties and eduction 79,100 79,100 Interests in associates 154,104 141,464 Available-for-scale investments 8 9,171 9,171 Rental deposits 5,633 5,661 5,633 5,661 Persion scheme assets 5,633 5,661 29,97 663 CURRENT ASSETS 9 97 663 129,821 381,695 Prositive fair value through profit or loss 10 429,291 381,695 Prositive fair value of derivative financial instruments 11 18,781 1,281 Current uses of derivative financial instruments 11 18,781 1,281 Current uses of derivative financial instruments 11 18,0821 66,734 110,281 Cash and bank balances 12 60,935 76,525 76,525 76,525 Total current assets 723,036 75,540 47,781 </th <th></th> <th>Notes</th> <th>31 August 2007 HK\$'000 (unaudited)</th> <th>28 February 2007 HK\$'000 (audited)</th>		Notes	31 August 2007 HK\$'000 (unaudited)	28 February 2007 HK\$'000 (audited)
Investment properties 126,180 126,180 126,180 Propadi land premium 761 776 Properties under development 79,100 79,100 Interests in associates 8 9,171 9,171 Rental deposits 5,633 5,661 Persion scheme assets 5,633 5,661 CURRENT ASSETS 446,284 440,538 Inventories 9 97 683 Prepayments, deposits and other receivables 10 429,291 381,695 Financial assets at fair value through profit or loss 10 429,291 381,695 Prepayments, deposits with banks 76,734 110,281 1,281 Predged dows balances 72 60,935 76,525 Total current assets 723,036 769,382 76,533 CURRENT LIABILITIES 113,101 180,821 113,101 180,821 Interest-bearing borrowings and overdrafts 13 5916 66,523 76,525 Total current labilities 234,493 308,966 47,781	NON-CURRENT ASSETS			
Prepaid land premium 761 776 Properties under development 79,100 79,100 Interests in associates 154,104 141,464 Available-for-sale investments 8 9,171 9,171 Rental deposits 5,633 5,661 Pension scheme assets 5,609 5,509 Total non-current assets 446,284 440,538 CURRENT ASSETS 66,999 47,546 Inventories 9 997 683 Prepayments, deposits and other receivables 10 429,291 381,695 Prestore fair values of derivative financial instruments 11 18,781 1,281 Pledged deposits with banks 12 60,333 76,525 Total current assets 723,036 769,382 76,525 Current LABILITIES 113,101 180,821 12,513 Interest-bearing borrowings and overdrafts 13 59,600 47,781 Tax 704 3,917 14,917 14,916 Unclaimed dividends - 4,605			65,826	72,677
Properties under development 79,100 79,100 Interests in associates 154,104 141,464 Available-for-sale investments 8 9,171 9,171 Rental deposits 5,603 5,509 5,509 Total non-current assets 446,284 440,538 446,284 440,538 CURRENT ASSETS 9 97 683 122,587 Inventories 9 97 683 123,587 Propayments, deposits and other receivables 11 13,781 1,281 Pledged deposits with banks 76,734 110,281 1,281 Pledged deposits with banks 76,734 110,281 2,376 21,784 Current LABILITIES 723,036 769,382 76,525 76,525 Total current assets 723,036 76,324 308,995 6,523 Operative fair values of derivative financial instruments 11 13,101 180,821 Interest-bearing borrowings and overdrafts 113,101 180,821 26,653 Operative fair values of derivative financial instr				
Interests in associates 154,104 141,464 Available-for-sale investments 8 9,171 9,171 Rental deposits 5,633 5,661 Pension scheme assets 5,509 5,509 Total non-current assets 446,284 440,538 CURRENT ASSETS 1 446,284 440,538 CURRENT assets 9 997 683 Prepayments, deposits and other receivables 10 429,291 381,695 Positors 9 997 683 Prepayments, deposits and other receivables 10 429,291 381,695 Positors 10 429,291 381,695 128,781 1,281 Pledged deposits with banks 12 60,935 76,525 110,281 Cash and bank balances 12 60,935 76,525 104,281 140,881 Current LikelLITIES 113,101 180,821 12 5,319 Interest-bearing borrowings and overdrafts 113,101 180,821 14,605 Total current liabilities				
Available-for-sale investments 8 9,171 9,171 9,171 Rental deposits 5,633 5,661 Persion scheme assets 5,509 5,509 Total non-current assets 446,284 440,538 CURRENT ASSETS 1 446,284 440,538 Inventories 9 997 663 Prepayments, deposits and other receivables 76,536 129,587 Financial assets at fair value through profit or loss 10 429,291 381,695 Positive fair values of derivative financial instruments 11 18,781 1,281 Pledged bank balances 12 60,995 765,252 765,252 Total current assets 723,036 769,382 769,382 CURRENT LIABILITIES 113,101 180,821 166,523 Interest-beaming borrowings and overdrafts 11 15,312 5,319 Creditors 234,493 308,966 47,781 Negative fair values of derivative financial instruments 11 15,312 5,319 Tax 704 3,917 12,311 180,821 Current Liabilities </td <td></td> <td></td> <td></td> <td></td>				
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Pension scheme assets 5,509 5,509 Total non-current assets 446,284 440,538 CURRENT ASSETS 9 997 663 Inventories 9 997 663 Prepayments, deposits and other receivables 70 429,291 381,695 Positive fair values of derivative financial instruments 11 18,781 1,281 Pledged bank balances 76,734 110,281 Cash and bank balances 76,734 110,281 Cash and bank balances 12 60,395 76,523 76,532 Total current assets 723,036 769,382 76,734 110,281 Cash and bank balances 12 60,395 76,523 76,532 Deposits, accrued expenses and other payables 13 59,416 66,523 Deposits, accrued expenses and other payables - 46,055 704 39,171 Unclaimed dividends - - 46,055 704 39,171 Unclaimed dividends - - 46,055 704 39,171 <td></td> <td>0</td> <td></td> <td></td>		0		
CURRENT ASSETS Inventories66.999 947,546 583Debtors9997683 663Prepayments, deposits and other receivables10429,291 429,291381,695 381,695Positive fair values of derivative financial instruments1118,781 1,281 1,2811,281 2,736Pledged bank balances1260,93576,525Total current assets723,036769,382CURRENT LIABILITIES Instructions1359,416 66,523Current assets723,036769,382Current liabilities1359,416 66,523Positive fair values of derivative financial instruments111180,821 				
Inventories 66,999 47,546 Debtors 9 997 683 Prepayments, deposits and other receivables 36,563 129,587 Financial assets at fair value through profit or loss 10 429,291 381,695 Positive fair values of derivative financial instruments 11 18,781 1,281 Pledged bank balances 22,736 21,784 110,281 Cash and bank balances 12 60,935 76,525 Total current assets 723,036 769,382 76,525 CURRENT LIABILITIES 113,101 180,821 66,523 Total current assets 713 59,416 66,523 Current LiABILITIES 113,101 180,821 66,523 Peoposits, accrued expenses and other payables 13 59,416 66,523 Deposits, accrued expenses and other payables 11 15,312 5,319 Tax 704 3,917 308,966 47,781 Negative fair values of derivative financial instruments 11 15,312 5,319 Tax </td <td>Total non-current assets</td> <td></td> <td>446,284</td> <td>440,538</td>	Total non-current assets		446,284	440,538
Inventories 66,999 47,546 Debtors 9 997 683 Prepayments, deposits and other receivables 36,563 129,587 Financial assets at fair value through profit or loss 10 429,291 381,695 Positive fair values of derivative financial instruments 11 18,781 1,281 Pledged bank balances 22,736 21,784 110,281 Cash and bank balances 12 60,935 76,525 Total current assets 723,036 769,382 76,525 CURRENT LIABILITIES 113,101 180,821 66,523 Total current assets 713 59,416 66,523 Current LiABILITIES 113,101 180,821 66,523 Peoposits, accrued expenses and other payables 13 59,416 66,523 Deposits, accrued expenses and other payables 11 15,312 5,319 Tax 704 3,917 308,966 47,781 Negative fair values of derivative financial instruments 11 15,312 5,319 Tax </td <td>CURRENT ASSETS</td> <td></td> <td></td> <td></td>	CURRENT ASSETS			
Debios 9 997 683 Prepayments, deposits and other receivables 10 429,291 381,695 Prindrid assets at fair value through profit or loss 10 429,291 381,695 Positive fair values of derivative financial instruments 11 18,781 1,281 Pledged bank balances 32,736 21,784 Pledged deposits with banks 76,734 110,281 Cash and bank balances 12 60,935 76,525 75,525 Total current assets 723,036 769,382 76,734 100,281 Current LIABILITIES 113,101 180,821 66,523 76,525 Total current assets 113 59,416 66,523 76,525 Deposits, accrued expenses and other payables 45,960 47,781 78,917 704 3,917 Dunclaimed dividends			66,999	47,546
Financial assets at fair values of derivative financial instruments 10 429,291 381,695 Positive fair values of derivative financial instruments 11 18,781 1,281 Pledged back balances 32,736 21,784 110,281 Cash and bank balances 12 60,935 76,525 Total current assets 723,036 769,382 CURRENT LIABILITIES 113,101 180,821 Interest-bearing borrowings and overdrafts 13 59,416 66,523 Deposits, accrued expenses and other payables 11 15,512 5,319 Tax 704 3,917 10,281 60,935 - Unclaimed dividends	Debtors	9	997	683
Positive fair values of derivative financial instruments 11 18,781 1,281 Pledged bank balances 32,736 21,784 Pledged posits with banks 76,734 110,281 Cash and bank balances 12 60,935 76,525 Total current assets 723,036 769,382 CURRENT LIABILITIES 113,101 180,821 Interest-bearing borrowings and overdrafts 113 59,416 66,523 Creditors 13 59,416 66,523 Deposits, accrued expenses and other payables 11 15,312 5,319 Negative fair values of derivative financial instruments 11 15,312 5,319 Tax 704 3,917 104 3,917 Unclaimed dividends - 4,605 - 4,605 Total current liabilities 234,493 308,966 - - 4,605 NET CURRENT ASSETS 488,543 460,416 - - 26 26 26 26 26 26 26 26 26 26 26 26 26 26 26 26 <td>Prepayments, deposits and other receivables</td> <td></td> <td>36,563</td> <td>129,587</td>	Prepayments, deposits and other receivables		36,563	129,587
Pledged bank balances 32,736 21,784 Pledged deposits with banks 76,734 110,281 Cash and bank balances 12 60,935 76,525 Total current assets 723,036 769,382 CURRENT LIABILITIES 113,101 180,821 Interest-bearing borrowings and overdrafts 13 59,416 66,523 Creditors 13 59,416 66,523 Deposits, accrued expenses and other payables 11 15,312 5,319 Tax 704 3,917 10x1 308,966 NET CURRENT LIABILITIES 234,493 308,966 308,966 NET CURRENT ASSETS 488,543 460,416 460,416 TOTAL ASSETS LESS CURRENT LIABILITIES 934,827 900,954 EQUITY Equity attributable to equity holders of the Company lissued share capital 26 26 26 Share premium account expenses 665,827 627,934 267,934 26 27,934 Proposed final dividend - 6,882 953,007 922,006 953,007 922,006 Minority interests (18,180) (21,052)<		10		381,695
Pledged deposits with banks 76,734 110,281 Cash and bank balances 12 60,935 76,525 Total current assets 723,036 769,382 CURRENT LIABILITIES 113,101 180,821 Interest-bearing borrowings and overdrafts 13 59,416 66,523 Creditors 13 59,416 66,523 Deposits, accrued expenses and other payables 45,960 47,781 Negative fair values of derivative financial instruments 11 15,312 5,319 Tax 704 3,917 704 3,917 Unclaimed dividends - 4,605 - 4,605 Total current liabilities 234,493 308,966 - 4,605 NET CURRENT ASSETS 488,543 460,416 - - 6,652 Polytity attributable to equity holders of the Company 287,154 287,154 287,154 26 26 26 Reserves 665,827 627,934 - - 6,892 - 6,892 - 6,892 Proposed final dividend - - 6,892		11		
Cash and bank balances 12 60,935 76,525 Total current assets 723,036 769,382 CURRENT LIABILITIES 113,101 180,821 Interest-bearing borrowings and overdrafts 13 59,416 66,523 Deposits, accrued expenses and other payables 13 59,416 66,523 Deposits, accrued expenses and other payables 11 15,312 5,319 Tax 704 3,917 10 13,3917 Unclaimed dividends - 4,605 - 4,605 Total current liabilities 234,493 308,966 - - 4,605 NET CURRENT ASSETS 488,543 460,416 -				
Total current assets723,036769,382CURRENT LIABILITIES113,101180,821Interest-bearing borrowings and overdrafts1359,41666,523Deposits, accrued expenses and other payables1359,41666,523Negative fair values of derivative financial instruments1115,3125,319Tax7043,917-4,605Unclaimed dividends4,605Total current liabilities234,493308,966NET CURRENT ASSETS488,543460,416TOTAL ASSETS LESS CURRENT LIABILITIES934,827900,954EQUITYEquity attributable to equity holders of the Company Issued share capital Share premium account287,154287,154Proposed final dividend6,892953,007922,006953,007922,006Minority interests(18,180)(21,052)		10		
CURRENT LIABILITIESInterest-bearing borrowings and overdrafts13Creditors13Deposits, accrued expenses and other payables13Negative fair values of derivative financial instruments11Tax704Unclaimed dividends4,605Total current liabilities234,493308,966-NET CURRENT ASSETS488,543460,416TOTAL ASSETS LESS CURRENT LIABILITIES934,827Poposed final dividend665,827665,827627,934Proposed final dividendMinority interests(18,180)Minority interests(18,180)Current interest(18,180)Current interest(18,180)Current interest(18,180)Current interest(18,180)Current interest(18,180)Current interest(18,180)Current interest(18,180)Current interest(18,180)Current interest(11,152)Current interest(12,052)Current interest(12,052)	Cash and bank balances	12	60,935	/6,525
Interest-bearing borrowings and overdrafts 113,101 180,821 Creditors 13 59,416 66,523 Deposits, accrued expenses and other payables 45,960 47,781 Negative fair values of derivative financial instruments 11 15,312 5,319 Tax 704 3,917 Unclaimed dividends - 4,605 Total current liabilities 234,493 308,966 NET CURRENT ASSETS 488,543 460,416 TOTAL ASSETS LESS CURRENT LIABILITIES 934,827 900,954 EQUITY Equity attributable to equity holders of the Company 26 26 Reserves 26 26 26 Proposed final dividend - 665,827 627,934 Proposed final dividend - 6,892 953,007 922,006 Minority interests (18,180) (21,052) 953,007 922,006	Total current assets		723,036	769,382
Creditors1359,41666,523Deposits, accrued expenses and other payables45,96047,781Negative fair values of derivative financial instruments1115,3125,319Tax7043,917Unclaimed dividends-4,605Total current liabilities234,493308,966NET CURRENT ASSETS488,543460,416TOTAL ASSETS LESS CURRENT LIABILITIES934,827900,954EQUITY287,154287,15426Issued share capital2626Reserves665,827627,934Proposed final dividend-6,892Minority interests(18,180)(21,052)				
Deposits, accrued expenses and other payables45,96047,781Negative fair values of derivative financial instruments1115,3125,319Tax7043,917Unclaimed dividends-4,605Total current liabilities234,493308,966NET CURRENT ASSETS488,543460,416TOTAL ASSETS LESS CURRENT LIABILITIES934,827900,954EQUITYEquity attributable to equity holders of the Company Issued share capital287,154287,154Share premium account Reserves2626Reserves665,827627,934Proposed final dividend-6,892Minority interests(18,180)(21,052)		10		
Negative fair values of derivative financial instruments1115,3125,319Tax7043,917Unclaimed dividends-4,605Total current liabilities234,493308,966NET CURRENT ASSETS488,543460,416TOTAL ASSETS LESS CURRENT LIABILITIES934,827900,954EQUITYEquity attributable to equity holders of the Company Issued share capital287,154287,154Share premium account Reserves2626Reserves665,827627,934Proposed final dividend-6,892Minority interests(18,180)(21,052)		13		
Tax 704 3,917 Unclaimed dividends - 4,605 Total current liabilities 234,493 308,966 NET CURRENT ASSETS 488,543 460,416 TOTAL ASSETS LESS CURRENT LIABILITIES 934,827 900,954 EQUITY 934,827 900,954 Equity attributable to equity holders of the Company 287,154 287,154 Issued share capital 26 26 Share premium account 26 26 Reserves 665,827 627,934 Proposed final dividend - 6,892 Minority interests (18,180) (21,052)		11		
Unclaimed dividends-4,605Total current liabilities234,493308,966NET CURRENT ASSETS488,543460,416TOTAL ASSETS LESS CURRENT LIABILITIES934,827900,954EQUITY934,827900,954Equity attributable to equity holders of the Company Issued share capital Share premium account Reserves287,154287,154Proposed final dividend2626953,007922,006Minority interests(18,180)(21,052)		11		
NET CURRENT ASSETS488,543460,416TOTAL ASSETS LESS CURRENT LIABILITIES934,827900,954EQUITYEquity attributable to equity holders of the Company Issued share capital Share premium account Reserves287,154287,154Proposed final dividend2626973,007922,006Minority interests(18,180)(21,052)			-	
TOTAL ASSETS LESS CURRENT LIABILITIES934,827900,954EQUITYEquity attributable to equity holders of the Company Issued share capital Share premium account287,154287,154Share premium account Reserves2626Proposed final dividend-665,827627,934Proposed final dividend-6,892953,007922,006Minority interests(18,180)(21,052)	Total current liabilities		234,493	308,966
EQUITYEquity attributable to equity holders of the Company Issued share capital287,154 287,154 287,154 26 665,827Share premium account Reserves26 665,827 627,934 665,827Proposed final dividend- 6,892Minority interests(18,180) (21,052)	NET CURRENT ASSETS		488,543	460,416
Equity attributable to equity holders of the Company Issued share capital287,154287,154Share premium account Reserves2626Proposed final dividend-665,827627,934953,007922,006953,007922,006Minority interests(18,180)(21,052)	TOTAL ASSETS LESS CURRENT LIABILITIES		934,827	900,954
Equity attributable to equity holders of the Company Issued share capital287,154287,154Share premium account Reserves2626Proposed final dividend-665,827627,934953,007922,006953,007922,006Minority interests(18,180)(21,052)	FOULTY			
Issued share capital 287,154 287,154 Share premium account 26 26 Reserves 665,827 627,934 Proposed final dividend - 6,892 953,007 922,006 Minority interests (18,180) (21,052)	-			
Share premium account 26 26 Reserves 665,827 627,934 Proposed final dividend – 6,892 953,007 922,006 Minority interests (18,180) (21,052)			287,154	287,154
Reserves 665,827 627,934 Proposed final dividend – 6,892 953,007 922,006 Minority interests (18,180) (21,052)				
953,007 922,006 Minority interests (18,180) (21,052)			665,827	627,934
Minority interests (18,180) (21,052)	Proposed final dividend			6,892
			953,007	922,006
TOTAL EQUITY 934,827 900,954	Minority interests		(18,180)	(21,052)
	TOTAL EQUITY		934,827	900,954

Walter K W Ma Director Philip K H Ma Director

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY – UNAUDITED

For the six months ended 31 August 2007

	А	ttributable						
				Rese				
	lssued share capital HK\$'000	Share premium account HK\$'000	General and other reserves HK\$'000	Retained profits HK\$'000	Proposed final dividend HK\$'000	Total reserves HK\$'000	Minority interests HK\$'000	Total HK\$'000
At 1 March 2007	287,154	26	60,172	567,762	6,892	634,826	(21,052)	900,954
Exchange differences on translation of the	1							
financial statements of foreign entities	-	-	(35)	-	-	(35)	-	(35)
Realisation of exchange fluctuation								
reserve upon deregistration	-	-	(4,275)	-	-	(4,275)	-	(4,275)
Write back of unclaimed dividend	-	-	-	4,605	-	4,605	-	4,605
Profit for the period	-	-	-	37,598	-	37,598	(347)	37,251
Final 2007 dividend declared	-	-	-	-	(6,892)	(6,892)	-	(6,892)
Movement in balances with minority								
interests							3,219	3,219
At 31 August 2007	287,154	26	55,862	609,965		665,827	(18,180)	934,827

For the six months ended 31 August 2006

		Attributabl						
				Rese				
	Issued	Share	General		Proposed			
	share	premium	and other	Retained	final	Total	Minority	
	capital	account	reserves	profits	dividend	reserves	interests	Total
	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000	HK\$'000
At 1 March 2006	287,154	26	58,329	533,460	_	591,789	41,050	920,019
Exchange differences on translation of the	5							
financial statements of foreign entities	-	-	17,829	-	-	17,829	-	17,829
Profit for the period	-	-	-	2,897	-	2,897	4,734	7,631
Divestment of minority interests	-	-	-	-	-	-	387	387
Movement in balances with minority								
interests							(57,942)	(57,942)
At 31 August 2006	287,154	26	76,158	536,357		612,515	(11,771)	887,924

CONDENSED CONSOLIDATED CASH FLOW STATEMENT – UNAUDITED

For the six months ended 31 August 2007

	2007 HK\$'000	2006 HK\$'000
Net cash inflow/(outflow) from:		
Operating activities	27,321	138,855
Investing activities	21,590	207,982
Financing activities	(102,239)	(303,821)
Increase ((decrease) in each and each aguivalants	(52,220)	42.016
Increase/(decrease) in cash and cash equivalents	(53,328)	43,016
Cash and cash equivalents at beginning of period	76,520	41,254
Cash and cash equivalents at end of period	23,192	84,270
ANALYSIS OF BALANCES OF CASH AND CASH EQUIVALENTS		
Cash and bank balances	60,935	86,615
Bank overdrafts	(37,743)	(2,345)
	23,192	84,270

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

31 August 2007

1. SIGNIFICANT ACCOUNTING POLICIES

Basis of preparation

The unaudited condensed consolidated interim financial statements are prepared in accordance with Hong Kong Accounting Standard ("HKAS") 34 "Interim Financial Reporting" and other relevant HKASs and Interpretations, Hong Kong Financial Reporting Standards (collectively, the ("HKFRSs")) issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the disclosure requirements of Appendix 16 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("Listing Rules"). Save for those new HKFRSs adopted during the period as set out in note 2, the accounting policies and basis of preparation adopted in the preparation of the interim financial statements are the same as those used in the annual financial statements for the year ended 28 February 2007.

2. IMPACT OF NEW AND REVISED HONG KONG FINANCIAL REPORTING STANDARDS

The HKICPA has issued a number of new and revised HKFRSs that are effective for accounting periods commencing on or after 1 January 2007. In the opinion of directors, the adoption of these HKFRSs does not have any significant impact on the Group's results of operations and financial position.

HKAS 1 Amendment	Capital Disclosures
HKFRS 7	Financial Instruments: Disclosures
HK(IFRIC)-Int 8	Scope of HKFRS 2
HK(IFRIC)-Int 9	Reassessment of Embedded Derivatives
HK(IFRIC)-Int 10	Interim Financial Reporting and Impairment
HK(IFRIC)-Int 11	HKFRS 2 – Group and Treasury Share Transactions

The Group has not early applied the following new HKFRSs that have been issued but are not yet effective. The directors of the Company expect that application of these new HKFRSs will have no material impact on the results and financial position of the Group.

HKAS 23 (Revised)	Borrowing Costs ¹
HKFRS 8	Operating Segments ¹
HK(IFRIC)-Int 12	Service Concession Arrangements ²
HK(IFRIC)-Int 13	Customer Loyalty Programmes ³
HK(IFRIC)-Int 14	HKAS 19 - The Limit on a Defined Benefit Asset, Minimum Funding Requirements and
	their Interaction ²

¹ Effective for accounting periods beginning on or after 1 January 2009.

² Effective for accounting periods beginning on or after 1 January 2008.

³ Effective for accounting periods beginning on or after 1 July 2008.

3. SEGMENT INFORMATION

(a) Business segments

The following table presents revenue and results for the Group's business segments.

	Depar	tment	Prop	perty	Prop	erty	Secu	rities	Corp	orate				
	store op	erations	rer	ntal	develo	pment	trac	ling	and o	others	Elimin	ations	Consol	idated
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
	HK\$'000													
Segment revenue:														
Sales to external customers	161,230	153,808	4,640	4,729	-	101,872	32,444	2,075	1,393	2,135	-	-	199,707	264,619
Inter-segment sales	-	-	9,338	8,803	-	-	-	-	4,789	5,212	(14,127)	(14,015)	-	-
Other revenue	167	354	-	-	-	-	-	-	-	1	-	-	167	355
Total	161,397	154,162	13,978	13,532	-	101,872	32,444	2,075	6,182	7,348	(14,127)	(14,015)	199,874	264,974
Segment results	(14,987)	(11,108)	(226)	(80,255)	(6,788)	14,965	28,069	(725)	(1,840)	(2,606)	-	-	4,228	(79,729)
Interest, dividend income and														
unallocated revenue													22,851	81,107
Unallocated expenses													(203)	(660)
Finance costs													(2,387)	(5,717)
Share of profits less losses of associa	tes												11,110	13,751
Profit before tax													35,599	8,752
Tax													1,652	(1,121)
Profit for the period													37,251	7,631

(b) Geographical segments

The following table presents revenue for the Group's geographical segments.

	Hon	ng Kong Mainland China		United Kingdom		Others		Consolidated		
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
	HK\$'000	HK\$'000	НК\$'000	HK\$'000	HK\$'000	HK\$'000	НК\$'000	HK\$'000	HK\$'000	HK\$'000
Segment revenue:										
Sales to external customers	194,871	157,767	3,529	3,599	-	101,872	1,307	1,381	199,707	264,619

4. REVENUE

Revenue represents the Group's turnover from the invoiced value of goods sold less discounts and returns, net income from counter and consignment sales, rental income net of outgoings, gross proceeds from the sales of properties, net gain or loss on securities trading and advertising agency fee income.

5. PROFIT BEFORE TAX

The Group's profit before tax is arrived at after charging/(crediting):

	For the six months end 31 August	
	2007	
	HK\$'000	HK\$'000
Depreciation	5,889	5,663
Amortisation of prepaid land premium	12	12
Changes in fair value of investment properties in Mainland China*	-	48,000
Impairment on properties under development in Mainland China*	-	32,000
Loss/(gain) on disposal of items of property, plant and equipment	1,909	(58)
Gain on deregistration of subsidiaries, net**	(4,028)	_

* Amounts are included in "Other operating expenses" on the face of the condensed consolidated income statement.

** Amounts are included in "Other income" on the face of the condensed consolidated income statement.

6. TAX

	For the six m	onths ended
	31 A	ugust
	2007	2006
	HK\$'000	HK\$'000
Provision for tax in the income statement represent:		
Hong Kong	-	-
Overseas		
– charge for the period	27	3,180
– overprovision in prior years	(1,679)	(2,059)
	(1,652)	1,121

No provision for Hong Kong tax has been made as the Group did not generate any assessable profits arising in Hong Kong during the period (2006: Nil).

Overseas tax has been provided on the profit of subsidiaries in accordance with the tax laws of the locations in which the subsidiaries operate.

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7. EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE COMPANY

The calculation of basic earnings per share is based on the net profit attributable to ordinary equity holders of the Company for the period of HK\$37,598,000 (2006: HK\$2,897,000) and the 574,308,000 (2006: 574,308,000) shares in issue throughout the period.

No diluted earnings per share is presented for both current and last periods as there are no dilutive potential ordinary shares in existence during these periods.

8. AVAILABLE-FOR-SALE INVESTMENTS

	As at	As at
	31 August 2007	28 February 2007
	HK\$'000	HK\$'000
Unlisted investments at cost:		
Hong Kong	13,052	13,052
Taiwan	23,108	23,108
	36,160	36,160
Less: Provision for impairment	(26,989)	(26,989)
	9,171	9,171

9. DEBTORS

The age analysis of trade debtors at the balance sheet date was as follows:

As at	As at
31 August 2007	28 February 2007
HK\$'000	HK\$'000
818	673
179	10
997	683
	31 August 2007 HK\$'000 818

The carrying amounts of debtors approximate to their fair values.

10. FINANCIAL ASSETS AT FAIR VALUE THROUGH PROFIT OR LOSS

	As at	As at
	31 August 2007	28 February 2007
	HK\$'000	HK\$'000
Listed equity investments, at market value:		
Hong Kong	76,207	36,188
Elsewhere	353,084	345,507
	429,291	381,695

The above equity investments at 31 August 2007 were classified as held for trading.

At the balance sheet date, marketable securities with an aggregate market value of approximately HK\$429,291,000 (28 February 2007: HK\$377,659,000) were pledged to banks to secure banking facilities granted to the Group.

11. DERIVATIVE FINANCIAL INSTRUMENTS

The following is the summary of the fair value of each significant type of derivatives at 31 August 2007:

	As at 31 A	As at 31 August 2007	
	Assets	Liabilities	
	HK\$'000	HK\$'000	
Derivatives held for trading, at market value:			
Equity contracts	312	3,820	
Interest rate swaps	8,580	7,561	
Foreign exchange rate contracts	9,889	3,931	
	18,781	15,312	
	As at 28 February 2		
	Assets	Liabilities	
	HK\$'000	HK\$'000	
Derivatives held for trading, at market value:			
Equity contracts	-	2,010	
Interest rate swaps	81	541	
Foreign exchange rate contracts	1,200	2,768	
	1,281	5,319	

12. CASH AND BANK BALANCES

	As at	As at
	31 August 2007	28 February 2007
	HK\$'000	HK\$'000
Cash on hand and at banks	52,840	54,366
Deposits with banks with original maturity within three months	8,095	22,159
	60,935	76,525

13. CREDITORS

The age analysis of trade creditors at the balance sheet date was as follows:

	As at	As at
	31 August 2007	28 February 2007
	HK\$'000	HK\$'000
Current – 3 months	55,432	61,077
4 – 6 months	2,785	2,707
7 – 12 months	590	477
Over 1 year	609	2,262
	59,416	66,523

The carrying amounts of the creditors approximate to their fair values.

14. CONTINGENT LIABILITIES

The Group's share of guarantee provided by certain associates amounted to approximately HK\$176,568,000 (28 February 2007: HK\$169,361,000) as at the balance sheet date in respect of a banking facility granted to their associate.

15. OUTSTANDING COMMITMENTS

Outstanding commitments at 31 August 2007 were as follows:

	As at	As at
	31 August 2007	28 February 2007
	HK\$'000	HK\$'000
Irrevocable letters of credit	13,556	7,813
Capital commitments		
contracted, but not provided for	5,594	-

16. RELATED PARTY TRANSACTIONS

- (a) In addition to the transactions detailed elsewhere in the financial statements, the Group also paid insurance premium expenses of approximately HK\$363,000 (2006: HK\$673,000) to an associate. The insurance premium expenses were at prices and terms similar to those offered to other unrelated customers of the associate.
- (b) Compensation of key management personnel of the Group:

	For the six months ended 31 August	
	2007	
	HK\$'000	HK\$'000
Short term employee benefits	14,062	16,505
Post-employment benefits	230	238
Total compensation paid to key management personnel	14,292	16,743

17. COMPARATIVE AMOUNTS

Certain last period's segment information had been reclassified to conform with the current period's presentation.

18. APPROVAL OF THE INTERIM FINANCIAL REPORT

These condensed consolidated interim financial statements were approved and authorised for issue by the board of directors on 19 November 2007.

INTERIM RESULTS

The Group's unaudited consolidated turnover for the six months ended 31 August 2007 was approximately HK\$200 million. This represented a decrease of 25% due to the completion of the sales in UK properties at the end of the last financial year. Excluding the sale of properties in UK, the turnover recorded a like-for-like increase of 23%. Profit attributable to shareholders increased to HK\$38 million. This positive result was attributable to the satisfactory investment performance.

BUSINESS REVIEW AND PROSPECTS

During the period under review, the Group faced various challenges in the core retail business. The turnover of the department store operation has been maintained but the cost increased substantially due to increase in rental and staff costs.

To cope with these challenges, the management had focused on strengthening the product gross margin. Despite the hike of Euro currency, the strategy of importing high quality European merchandises has not only continued, but further improving the product assortments to target for the middle clientele market. As a result, the gross profit margin on the department store operation lifted by 0.7 percentage point of sales.

The sales and promotion events "Roadshow" has recorded a decline in the turnover and direct operating profit. This practice of short term sales events were started two years ago and are now followed by other retailers. It is becoming increasingly difficult to find suitable venues.

The turnover of the flagship Central store recorded a decline caused by the refurbishment of the entire store during July to October 2007. The ladies' department has been re-located to the ground floor; men's department has been moved to the first and second floor while household remained at the third floor. This store has uplifted the Sincere brand image and is very well received by customers since its reopening. The management will continue to develop new clientele with good spending power to stand out from other competitors.

Due to the soaring stock market in Hong Kong and the PRC, the investment result was satisfactory and contributed to the Group's result.

In the advertising operation, the Company continued providing media and production services to the Group. A solid operation has been in place in Shanghai to serve the PRC clientele.

The furniture business "Sincere Living" recorded a satisfactory growth with turnover increased by over 50%. The turnover growth mainly derived from interior design contracts and projects furniture. A production line has also been established in Shenzhen. This successfully improved the delivery time with guaranteed quality to the customers.

The travel business "UNIGLOBE" is still under the development stage. During the period, the management focused their efforts on expediting the establishment of travel agencies in the PRC to meet the local statutory requirements to grant franchise business.

In the PRC, the Dalian Sincere Building and the Shanghai apartments continued to provide stable income to the Group. The management continued its effort on evaluating proposals to further develop the Building.

In UK, most major projects had been completed and recognised in the last financial year, there are only a few apartments left for resale. The UK market has become increasingly expensive. At the right entry price, the Group will continue to source further projects where there was much success over the years.

Looking ahead, the Group will focus to reinforce the brand positioning of the core department stores, raise the gross profit margin by injecting higher quality merchandises and by introducing more international brands, increase the average spending per transaction and to provide better customer services. On the other lines of business, the prudent securities investment shall be continued, while the advertising, furniture and travel business is confident to improve. To conclude, the management is cautiously optimistic about the Group's future performance.

LIQUIDITY AND FINANCIAL RESOURCES

As at 31 August 2007, the Group had cash and bank balance of total HK\$170 million (28 February 2007: HK\$209 million) of which HK\$109 million were pledged. After repayment of bank borrowings, the Group's gearing dropped by 8% from 20% to 12% in total debt to the shareholders' funds as compared to that of 28 February 2007. The bank borrowings were mainly in HK dollars and US dollars with interest rates ranging from 1.1% to 6.2%. The net interest expense charged to the consolidated income statement for the period was HK\$2 million (2006: HK\$6 million).

The current ratio improved by 0.6 from 2.5 to 3.1 as compared to that of 28 February 2007. The Group currently has a foreign currency hedging policy on Euro for the purchase of inventories, which is to hedge 50% of anticipated total value of European inventories purchase of the following season. In addition to the internal generated cash flows, the Group also made use of short term borrowings to finance its operation during the period under review. All borrowings were secured against the securities investment, certain properties and bank deposits.

EMPLOYEES AND REMUNERATION POLICIES

As at 31 August 2007, the Group had 534 employees (including part time staff). The Group operates different remuneration schemes for sales and non-sales employees to motivate front-line and back office staff towards higher sales achievement and operating efficiencies. Sales personnel are remunerated on the basis of goal-oriented packages comprising salary and sales commission. Non-sales personnel are offered discretionary year-end bonuses based on individual merit. The Group also provides employee benefits such as subsidised medical care, staff purchase discounts and subsidised internal training.

INTERIM DIVIDEND

The Board of Directors of the Company has decided not to declare an interim dividend for the six months ended 31 August 2007.

PRINCIPAL SHAREHOLDERS

At 31 August 2007, according to the register of interests kept by the Company pursuant to the Section 336 of the Securities and Futures Ordinance (the "SFO") and so far as is known to the directors, The Sincere Life Assurance Company Limited and The Sincere Insurance & Investment Company, Limited were interested in 183,136,032 and 75,608,064 shares of HK\$0.50 each in the Company, representing 31.89% and 13.17% of the issued share capital of the Company, respectively. Save for the above, there were no other shareholders who had registered an interest, directly or indirectly, of 5% or more of the nominal value of issued equity share capital of the Company.

DIRECTORS' INTEREST IN SHARES

At 31 August 2007, the interests of the directors in the share capital of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) as recorded in the register required to be kept by the Company pursuant to Section 352 of the SFO, or as otherwise notified to the Company and The Stock Exchange of Hong Kong Limited (the "Stock Exchange") pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code"), were as follows:

(a) Long position in shares of the Company

	Number of ordinary shares held, capacity and nature of interest					
						Percentage
	Personal	Family	Corporate	Other		of issued
Directors	interests	interests	interests	interests	Total	share capital
Walter K W MA	9,925,000	-	-	-	9,925,000	1.7
Philip K H MA	2,000,000	-	-	-	2,000,000	0.3
King Wing MA	992,576	-	-	-	992,576	0.2
Eric K K LO	2,200,400	-	-	-	2,200,400	0.4
Charles M W CHAN	40,000	-	-	-	40,000	-

(b) Associated corporations

At 31 August 2007, Walter K W MA, Philip K H MA, King Wing MA and Eric K K LO held 527, 713, 575 and 216 ordinary shares, respectively, in The Sincere Life Assurance Company Limited. In addition, at 31 August 2007, Philip K H MA held 500 promoter shares in The Sincere Life Assurance Company Limited.

At 31 August 2007, Walter K W MA, Philip K H MA, King Wing MA and Eric K K LO held 4,521, 2,485, 6 and 1,019 ordinary shares, respectively, in The Sincere Insurance & Investment Company, Limited.

At 31 August 2007, Walter K W MA and Philip K H MA held 10 and 10 ordinary shares, respectively, in The Sincere Company (Perfumery Manufacturers) Limited.

In addition to the above, certain directors have non-beneficial personal equity interests in certain subsidiaries held for the benefit of the Company solely for the purpose of complying with minimum company membership requirements.

Save as disclosed herein, as at 31 August 2007, none of the directors or any of their associates had any interests or short positions in any of the shares, underlying shares or debentures of the Company or any of its associated corporations that is required to be recorded and kept in the register in accordance with Section 352 of the SFO.

At no time during the financial period was the Company or any of its subsidiaries a party to any arrangements to enable the directors of the Company or their spouses or children under the age of 18 to acquire benefits by means of the acquisition of shares in or debentures of the Company or any other body corporate.

SHARE OPTION SCHEME

The Company operates a share option scheme ("Option Scheme") for the purpose of providing incentives and rewards to eligible participants for their contribution to the Group. Eligible participants of the Option Scheme include any full-time employees and directors, excluding any non-executive directors, of the Group. The Option Scheme became effective on 1 August 2000 and, unless otherwise amended or altered, will remain in force for a period of 10 years from that date.

The maximum number of unexercised share options currently permitted to be granted under the Option Scheme is an amount equivalent, upon their exercise, of up to 10% of the shares of the Company in issue at any time. The maximum number of shares issuable under share options to each eligible participant in the Option Scheme is limited to 25% of the aggregate number of shares issuable under the Option Scheme.

The offer of the grant of a share option may be accepted within 28 days from the date of the offer, upon payment of a nominal consideration of HK\$1 in total by the grantee. The exercise period of the share options granted is determinable by the directors, and commences on a date determinable by the directors, and ends on a date which is not later than 10 years from the commencement date of the exercise period or the expiry date of the Option Scheme, if earlier.

The exercise price of the share options is determinable by the directors, but may not be less than the higher of (i) 90% of the average of the closing price of the Company's shares on the Stock Exchange for the five trading days immediately preceding the date of offer of the option; and (ii) the nominal value of the Company's shares.

No options had been granted or agreed to be granted under the Option Scheme up to the date of these condensed consolidated financial statements.

PURCHASE, SALE AND REDEMPTION OF OWN LISTED SECURITIES

There was no purchase, sale or redemption by the Company or any of its subsidiaries of the Company's listed securities during the period.

AUDIT COMMITTEE

The Audit Committee has reviewed with the management the accounting principles and practices adopted by the Group and discussed internal controls and financial reporting including the review of the unaudited consolidated interim financial statements for the six months ended 31 August 2007.

ADOPTION OF THE MODEL CODE

The Company has adopted the Model Code as set out in Appendix 10 to the Listing Rules as the code of conduct regarding Director's securities transactions. All directors have confirmed, following specific enquiry by the Company, that they have complied with the required standard set out in the Model Code during the period under review.

CORPORATE GOVERNANCE

The Company has complied throughout the period ended 31 August 2007 with the Code on Corporate Governance Practices as set out in Appendix 14 to the Listing Rules, except that the non-executive directors were not appointed for a specific term but are subject to retirement by rotation and re-election at the Company's annual general meetings in accordance with the Company's articles of association.

By order of the Board Walter K W Ma Chairman

Hong Kong, 19 November 2007