

MISSION STATEMENT



Founded in 1900, The Sincere Company, Limited is one of the Hong Kong's oldest and most respected retail groups. At the core of Sincere's success is its unwavering dedication to quality service and customer satisfaction. Through its chain of department stores, the Company strives to provide consumers with a competitive range of merchandise at affordable prices. Sincere's on-going commitment to prudent expansion in Hong Kong and China demonstrates the Company's determination to sustain its position as a leading retailer into the next century and beyond.