for he did not ever say: My Lord, forgive my sins on the Day of Judgment

‘Ā’ishah (may Allah be pleased with her) reported: I said: "O Messenger of Allah, Ibn Jud‘ān used to uphold kinship ties and feed the poor during the Jāhiliyyah (pre-Islamic era of ignorance). Will this benefit him?" He said: "It will not benefit him, for he did not ever say: My Lord, forgive my sins on the Day of Judgment."

[Authentic] [Narrated by Muslim]

The Prophet (may Allah's peace and blessings be upon him) reported about ‘Abdullah ibn Jud‘ān, one of the chiefs of Quraysh before Islam. His good deeds include that he used to uphold kinship ties, feed the poor, and do other noble acts commended by Islam. The Prophet (may Allah's peace and blessings be upon him) pointed out that these deeds will not benefit him in the Hereafter because of his disbelief in Allah and the fact that he did not ever say: My Lord, forgive my sins on the Day of Judgment.

http://www.sunnah.global/hadeeth/en/show/65009