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S-Enjoy Service Group Co., Limited

新城悅服務集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1755)

VOLUNTARY ANNOUNCEMENT SHARE PURCHASE PURSUANT TO THE SHARE AWARD SCHEME

This is a voluntary announcement made by S-Enjoy Service Group Co., Limited (the “**Company**”).

Reference is made to the announcements of the Company dated 15 November 2019, 2 July 2021 and 23 August 2021 (the “**Announcements**”) in relation to the adoption of and amendments to the share award scheme (the “**Share Award Scheme**”) by the Company. Capitalized terms used herein shall have the same meanings as those defined in the Announcements unless the context requires otherwise.

On 12 June 2023, the Trustee purchased a total number of 100,000 Shares on the market for the purpose of the Share Award Scheme. Details of the purchase thereof are as follows:

Date of purchase:	12 June 2023
Total number of Shares purchased:	100,000 Shares
Average consideration per Share:	Approximately HK\$4.26
Total consideration of Shares purchased (excluding all related expenses, transaction levy, brokerage, tax, duties and levies):	Approximately HK\$0.43 million
Balance of number of Shares held by the Trustee:	
— prior to the share purchase (percentage to the total number of Shares in issue as at the date of this announcement)	16,074,000 Shares (approximately 1.8448%)
— immediately after the share purchase (percentage to the total number of Shares in issue as at the date of this announcement)	16,174,000 Shares (approximately 1.8562%)

Pursuant to the Scheme Rules, the Board may, from time to time, at its absolute discretion select any Eligible Persons to participate in the Share Award Scheme as a Selected Participant and determine the Award Shares to be granted, subject to such terms and conditions as it may at its absolute discretion determine (including but not limited to, where applicable, the vesting of Award Shares to Selected Participants at a consideration payable by such Selected Participants as may be determined by the Board).

By order of the Board
S-Enjoy Service Group Co., Limited
Qi Xiaoming
Chairman
Executive Director
Chief Executive Officer

PRC, 12 June 2023

As at the date of this announcement, the Board comprises Mr. Qi Xiaoming, Mr. Gao Xinli and Ms. Wu Qianqian as executive Directors, Mr. Wang Xiaosong, Mr. Lv Xiaoping and Mr. Lu Zhongming as non-executive Directors, and Ms. Zhang Yan, Mr. Zhu Wei and Mr. Xu Xinmin as independent non-executive Directors.