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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)

POSITIVE PROFIT ALERT

This announcement is made by S-Enjoy Service Group Co., Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**Inside Information Provisions**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review of the latest available unaudited management accounts of the Group, it is expected that the Group’s consolidated net profit attributable to equity holders of the Company for the six months ended 30 June 2023 will increase by approximately 30% as compared with that for the six months ended 30 June 2022 (the corresponding period in 2022: RMB225.8 million). Such increase was mainly attributable to (1) the increase in gross floor area under management by the Group; (2) the increase in the scale of community-related value-added services; and (3) a decrease in fair value losses of listed bonds denominated in US dollars.

As the Company is still in the process of preparing and finalising the interim results of the Group for the six months ended 30 June 2023, the information contained in this announcement is only based on the preliminary assessment by the Company on the unaudited consolidated management accounts of the Group which have not been reviewed or audited by the Company’s auditors and the actual results of the Group may be different from those disclosed in this announcement. The Company will make further disclosure in accordance with the Listing Rules and the Inside Information Provisions, if required. Shareholders and potential investors of the Company should read the Group’s interim results announcement for the six months ended 30 June 2023 carefully which is expected to be published by end of August 2023.

Since the management accounts of the Company are not yet audited, shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

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

The PRC, 7 August 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.