



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)
(於開曼群島註冊成立的有限公司)
(Stock Code 股份代號: 1755)

27 May 2024

Dear Non-Registered Shareholder(s)^(Note 1),

Notice of Publication of Circular and Notice of Annual General Meeting and Proxy Form (collectively the “Current Corporate Communications”) and Arrangement of Electronic Dissemination of Corporate Communications

Notice of Publication of the Current Corporate Communications

The English and Chinese versions of the Current Corporate Communications of S-Enjoy Service Group Co., Limited (the “Company”) are available on the Company’s website at www.xinchengyue.com and HKEXnews’s website at www.hkexnews.hk or the arranged printed version(s) of Current Corporate Communication are enclosed (if applicable). You may access the Current Corporate Communications as appeared on the Company’s website, by browsing through the HKEX’s website or by referring to the attached printed version(s) (if applicable). If you would like to receive a printed version of the Current Corporate Communications, please send your request (specifying your name, address and request) by email at hkenquiries@linkmarketservices.com or by notice in writing to the Company’s Hong Kong share registrar (the “Share Registrar”), Link Market Services (Hong Kong) Pty Limited, at Suite 1601, 16/F, Central Tower, 28 Queen’s Road Central, Hong Kong. The Company will promptly upon receipt of your request send the Current Corporate Communications to you in printed form free of charge.

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07 of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) under the expansion of paperless listing regime and electronic dissemination of corporate communications that came into effect on 31 December 2023. As set out in the announcement of the Company dated 28 March 2024, the Board proposed to amend the existing second amended and restated memorandum and articles of the Company (“Existing Memorandum and Articles of Association”) for the purposes of, among others, updating and bringing the Existing Memorandum and Articles of Association in line with the aforesaid latest regulatory requirements in relation to the expanded paperless listing regime and electronic dissemination of corporate communications by listed issuers and the relevant amendments made to the Listing Rules which took effect from 31 December 2023 (the “Proposed Amendments”). Upon approval by the shareholders of the Company (the “Shareholders”) of the Proposed Amendments at the forthcoming annual general meeting of the Company (the “AGM”), the Company will disseminate Corporate Communications^(Note 2) to the Shareholders electronically without seeking express consent or deemed consent from the Shareholders (i.e. relying on an implied consent from the Shareholders), accordingly both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at www.xinchengyue.com and the HKEXnews website at www.hkexnews.hk in place of printed copies (except for Actionable Corporate Communications^(Note 3)). Before the Proposed Amendments take effect, the Company will comply with the relevant requirements of the currently effective articles of association of the Company.

As a Non-registered Shareholder, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your Shares are held (collectively, the “Intermediaries”) and provide your email address to your Intermediaries.

Request for Corporate Communications in printed form

If you want to receive future Corporate Communications in printed form, please complete and sign on the Reply form enclosed and return it by post using the mailing label at the bottom of the Reply Form (a stamp is not needed if posted in Hong Kong) or by hand delivery to the Company c/o the Share Registrar, Link Market Services (Hong Kong) Pty Limited at Suite 1601, 16/F, Central Tower, 28 Queen’s Road Central, Hong Kong. You may also send your request (specifying your name, address and request) via email to hkenquiries@linkmarketservices.com or write to the Share Registrar. Please note that (i) selected instruction made previously to receive printed copies of Corporate Communications will be expired on 18 June 2024 upon the approval of Shareholders on the Proposed Amendments; and (ii) the election to receive a printed version of all future Corporate Communications will be valid for one year from the receipt date of the Shareholder’s instruction unless being revoked or superseded (whichever is earlier). Therefore, further request in writing will be required if a Shareholder prefers to continue receiving printed copy of future Corporate Communications.

Should you have any queries relating to this letter, please contact the Share Registrar at (852) 3707 2600 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Monday to Friday, excluding Hong Kong public holidays.

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

Notes:

1. This letter is addressed to Non-registered Shareholders (“Non-registered Shareholder” means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited to receive Corporate Communication). If you have sold or transferred your shares in the Company, please disregard this letter and the Reply Form on the reverse side.
2. Corporate Communication means any document issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors’ report, its annual accounts together with a copy of the auditor’s report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
3. Actionable Corporate Communication is any corporate communication that seeks instructions from issuer’s securities holders on how they wish to exercise their rights or make an election as the issuer’s securities holder.