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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

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

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that from 8 October 2024 to 10 October 2024, Mr. Qi Xiaoming (“**Mr. Qi**”), the chairman of the Board, purchased a total of 220,000 shares of the Company (the “**Shares**”) at an average price of approximately HK\$3.57 per Share on open market for an aggregate consideration of approximately HK\$784,400 with his personal funds. Immediately after the purchase, Mr. Qi is deemed to be interested in an aggregate of 5,100,000 Shares (including 450,000 share options of the Company and 350,000 award shares of the Company), representing approximately 0.59% of the total issued share capital of the Company as at the date of this announcement.

Mr. Qi believes that the Company is in a stable financial position and has always insisted on continuously using dividends to reward its shareholders. Mr. Qi emphasizes his confidence in the prospects and intrinsic value of the Company and he is firmly optimistic about the long-term development of the entire property management industry.

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

The PRC, 10 October 2024

As at the date of this announcement, the Board comprises Mr. Qi Xiaoming, Mr. Yang Bo 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.