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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)

ANNOUNCEMENT PURSUANT TO RULES 13.51B(2) AND 13.51(2) OF THE LISTING RULES

This announcement is made by S-Enjoy Service Group Co., Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rules 13.51B(2) and 13.51(2) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) in relation to Mr. Xu Xinmin (“**Mr. Xu**”), an independent non-executive director of the Company, in relation to his capacity as an independent non-executive director of Colour Life Services Group Co., Limited (a company listed on the Stock Exchange, stock code: 1778) (“**Colour Life**”).

Reference is made to the regulatory announcement (the “**Regulatory Announcement**”) published by the Stock Exchange on 6 March 2025 in relation to a public censure against Colour Life, Fantasia Holdings Group Co., Limited (a company listed on the Stock Exchange, stock code: 1777) and certain directors or former directors of the two companies (including Mr. Xu). According to the Regulatory Announcement, the Stock Exchange found that, among others, (i) Colour Life was in breach of relevant requirements under Chapter 14 of the Listing Rules in relation to a disposal transaction; and (ii) other former directors of Colour Life (including Mr. Xu) breached their duties and obligations under the Listing Rules arising from the disposal transactions, additional details of which are set forth in the Regulatory Announcement. Mr. Xu has been directed to attend 18 hours of training on regulatory and legal topics including Listing Rules compliance.

For the avoidance of doubt, the Regulatory Announcement only relates to Colour Life and (other than Mr. Xu mentioned above) does not involve any director or senior management of the Company. The Regulatory Announcement has no material adverse impact on the business and/or operation of the Group.

The board of directors of the Company (other than Mr. Xu), after reviewing the Regulatory Announcement (and the statement of disciplinary action referred therein) and taking into account the background, expertise and contributions of Mr. Xu, considers that Mr. Xu remains suitable to act as an independent non-executive director, the chairman of the nomination committee and a member of the remuneration committee of the Company as (i) the findings and conclusions set out in the Regulatory Announcement do not state that Mr. Xu is unsuitable to act as a director of a company listed on the Stock Exchange; and (ii) the incidents set out in the Regulatory Announcement do not involve any act of dishonesty or fraud concerning, or cast doubt on the integrity of Mr. Xu.

Mr. Xu has confirmed to the Company that save as disclosed above, there is no other information in relation to him that shall be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rules, nor is there any other matter in relation thereto that shall be brought to the attention of the shareholders of the Company and the Stock Exchange.

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

The PRC, 7 March 2025

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.