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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)

**CHANGE OF HONG KONG SHARE REGISTRAR
AND TRANSFER OFFICE**

The board (the “**Board**”) of directors (the “**Directors**”) of S-Enjoy Service Group Co., Limited (the “**Company**”) hereby announces that with effect from 21 July 2025, the Hong Kong share registrar and transfer office of the Company will be changed to:

TRICOR INVESTOR SERVICES LIMITED

17/F, Far East Finance Centre

16 Harcourt Road

Hong Kong

Telephone No.: (852) 2980 1333

Facsimile No.: (852) 2810 8185

Application for registration and transfer of shares of the Company should be lodged with Tricor Investor Services Limited with effect from 21 July 2025. Share certificates of the Company uncollected after 4:30 p.m. on 18 July 2025 shall be collected from Tricor Investor Services Limited from 21 July 2025 onwards.

By order of the Board

S-Enjoy Service Group Co., Limited

Qi Xiaoming

Chairman

Executive Director

Chief Executive Officer

The PRC, 7 July 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. Jiang Xuzhi as independent non-executive Directors.