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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)

INSIDE INFORMATION
DELAY IN PUBLICATION OF THE 2025 INTERIM RESULTS
ANNOUNCEMENT;
DELAY IN DESPATCH OF THE 2025 INTERIM REPORT;
AND
CONTINUED SUSPENSION OF TRADING

This announcement is made by S-Enjoy Service Group Co., Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) in accordance with Rules 13.09(2) and 13.49(3) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

References are made to the Company’s announcements dated 31 March 2025, 13 May 2025, 27 May 2025, 23 June 2025, 30 June 2025 and 14 July 2025 in relation to, among other things, (i) the delay in publication of the 2024 Annual Results and 2024 Annual Report and the postponement of Board Meeting; (ii) the suspension of trading; (iii) the Related Party Fund Transfers; (iv) the establishment of the Independent Investigation Committee and appointment of independent investigation counsel; (v) the resignation of the auditor of the Company; (vi) the Resumption Guidance; (vii) the quarterly update on resumption progress; and (viii) the appointment of the auditor of the Company (collectively, the “**Announcements**”). Unless otherwise defined or the context otherwise requires, capitalised terms in this announcement shall have the same meanings as those defined in the Announcements.

DELAY IN PUBLICATION OF THE 2025 INTERIM RESULTS ANNOUNCEMENT AND DELAY IN DESPATCH OF THE 2025 INTERIM REPORT

Pursuant to Rule 13.49(6) of the Listing Rules, the Company is required to publish the interim results for the six months ended 30 June 2025 (the “**2025 Interim Results**”) not later than two months after the end of the financial period of the Company (i.e. on or before 31 August 2025). Pursuant to Rule 13.48(1) of the Listing Rules, the Company is required to send the interim report of the Group for the six months ended 30 June 2025 (the “**2025 Interim Report**”) to its Shareholders not later than three months after the end of that period of six months (i.e. not later than 30 September 2025).

The Board wishes to inform Shareholders that since the publication and despatch of the 2024 Annual Results and the 2024 Annual Report have respectively been delayed, it is expected that the publication and despatch of the 2025 Interim Results and the 2025 Interim Report will be delayed beyond the prescribed timeframe under the Listing Rules.

The Company will publish further announcement(s) to inform the Shareholders and potential investors of (i) the expected date of the publication of the 2025 Interim Results; and (ii) the expected date of despatch of the 2025 Interim Report as and when appropriate.

CONTINUED SUSPENSION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange has been suspended at 9:00 a.m. on Tuesday, 1 April 2025, and will remain suspended until further notice.

Shareholders and potential investors of the Company should exercise caution when dealing with the shares of the Company.

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

The PRC, 29 August 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.