Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Sefon Holdings Limited
四方偉業控股有限公司

(formerly known as "SG Group Holdings Limited 樺欣控股有限公司")

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1657)

CHANGE OF COMPANY NAME AND STOCK SHORT NAMES

References are made to (i) the announcement of Sefon Holdings Limited (formerly known as "SG Group Holdings Limited")(the "**Company**") dated 10 September 2026; (ii) the circular of the Company dated 15 September 2026 (the "**Circular**"); (iii) the poll results announcement of the EGM of the Company dated 30 September 2026; and (iv) the announcement of the Company dated 27 October 2026, in relation to, among other things, the Proposed Change of Company Name. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that, following the passing of a special resolution approving the Proposed Change of Company Name by the Shareholders at the EGM held on 30 September 2026, the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in the Cayman Islands on 14 October 2026. The English name of the Company has been changed from "SG Group Holdings Limited" to "Sefon Holdings Limited" and the dual foreign name in Chinese of the Company has been changed from "樺欣控股有限公司" to "四方偉業控股有限公司" with effect from 14 October 2026.

The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 5 November 2026, confirming the registration of the new English and Chinese names of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAMES

With effect from 9:00 a.m. on 19 November 2026, the English stock short name of the Company for trading in the Shares on the Stock Exchange will be changed from "SG GROUP HLDGS" to "SEFON HOLDINGS", and the Chinese stock short name will be changed from "樺欣控股" to "四方偉業控股". The stock code of the Company on the Stock Exchange will remain unchanged as "1657".

EFFECTS OF THE CHANGE OF COMPANY NAME

The change of company name will not affect any rights of the Shareholders, the daily business operations of the Company or its financial position.

Subject to the separate share certificate and trading arrangements in connection with the Share Subdivision set out in the Circular, all existing share certificates in issue bearing the former names of the Company will continue to be valid evidence of title to the Shares, and will continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, no separate arrangement will be made for the free exchange of existing share certificates for new share certificates bearing the new names of the Company solely as a result of the change of company name.

Any new share certificates to be issued by the Company will bear the new English and Chinese names of the Company.

By order of the Board of
Sefon Holdings Limited
Zha Wenyu
Chairman and Executive Director

Hong Kong, 16 November 2026

As at the date of this announcement, the Board comprises Mr. Zha Wenyu, Mr. Wang Chunbin, Mr. Zhang Denghui and Mr. Jiang Hongqing as executive Directors; Mr. Choi King Ting, Charles as non-executive Director; and Ms. Luo Ying, Mr. Chen Liangyin and Mr. Cao Sheng as independent non-executive Directors.