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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)

DATE OF BOARD MEETING AND CONTINUED SUSPENSION OF TRADING

The board of directors (the “**Board**”) of S-Enjoy Service Group Co., Limited (the “**Company**”, and its subsidiaries, the “**Group**”) hereby announces that a meeting of the Board will be held on Friday, 28 August 2026, for the purpose of, among other matters, considering and approving the interim results of the Group for the six months ended 30 June 2026 and its publication, considering the payment of an interim dividend, if any, and transacting any other business.

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.

The Company wishes to emphasise that the operations of the Group remain stable and unaffected.

The Shareholders and potential investors should exercise caution when dealing in the shares or other securities of the Company.

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

The PRC, 28 July 2026

As at the date of this announcement, the Board comprises Mr. Qi Xiaoming and Ms. Wu Qianqian as executive directors; and Ms. Zhang Yan, Mr. Zhu Wei and Mr. Jiang Xuzhi as independent non-executive directors.