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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 CHIEF FINANCIAL OFFICER

RESIGNATION OF CHIEF FINANCIAL OFFICER

The board (the “**Board**”) of directors (the “**Directors**”) of S-Enjoy Service Group Co., Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) hereby announces that, the Company has received a letter of resignation from Ms. Chen Nina (“**Ms. Chen**”) with respect to her resignation as the chief financial officer of the Company (the “**Chief Financial Officer**”) with effect from 27 May 2025 due to change of internal work arrangement of the Group. Following Ms. Chen’s resignation as the Chief Financial Officer, she remains as an employee of the Company. Ms. Chen confirmed that she has no disagreement with the Board and there is no other matter relating to her resignation that needs to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited.

The Board would like to express its sincere gratitude to Ms. Chen for her contribution to the Company during her term of office.

APPOINTMENT OF CHIEF FINANCIAL OFFICER

Following the resignation of Ms. Chen as the Chief Financial Officer, Ms. Liu Yingjie (“**Ms. Liu**”) has been appointed as the Chief Financial Officer with effect from 27 May 2025. The biographical details of Ms. Liu are set out below:

Ms. Liu, aged 49, has over 20 years’ specialised knowledge in accounting, financial management and internal control, as well as experiences in front-line business practices. She has successively served as an accounting manager of the financial management centre, budgeting manager, general manager of finance of the commercial management business division and regional general manager of the commercial management business division of Seazen Holdings Co., Ltd.* (新城控股集團股份有限公司), a company with its A shares listed on the Shanghai Stock Exchange (stock code: 601155), since November 2003.

The Board would like to extend its warm welcome to Ms. Liu on her new appointment.

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

The PRC, 27 May 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.

* *For identification purpose only*