



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)

(於開曼群島註冊成立的有限公司)

(Stock Code 股份代號：1755)

NOTIFICATION LETTER 通知信函

15 July 2026

Dear Shareholder,

S-Enjoy Service Group Co., Limited (the “Company”)
Notice of Publication of 2025 Annual Report (“Current Corporate Communication”)

The English and Chinese versions of the Company’s Current Corporate Communication are available on the Company’s website at www.xinchengyue.com and the HKEXNews website at www.hkexnews.hk. The Company recommends you to access the website version of the Current Corporate Communication and all future Corporate Communications^(Note). If you have elected to receive the Corporate Communication in printed form, the Current Corporate Communication is enclosed.

Pursuant to Rule 2.07A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”), the Company has adopted electronic dissemination of corporate communications (“Corporate Communications”). If you wish to receive electronic notifications from the Company on the availability of Corporate Communications on the Company’s website in the future, you may provide a valid email address to us by completing the Provision of Email Address Form on the reverse side and return it to the Company’s Hong Kong Share Registrar, Tricor Investor Services Limited (“Vistra”), at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong or by email at 1755-ecom@vistra.com.

It is the responsibility of the shareholder to provide an email address that is functional. If the Company does not receive a functional email address from you, you will be unable to receive any notification regarding the publication of Corporate Communications. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by you without receiving any “non-delivery message”.

We encourage you to access Corporate Communications of the Company in electronic form on the Company’s website. If you wish to receive printed copies of Corporate Communications in the future, you may refer to the relevant procedures stated on the Company’s website. The Company will promptly upon your request send the requested Corporate Communications to you free of charge.

Should you have any queries relating to any of the above matters, please call Vistra’s telephone hotline at (852) 2980 1333 during business hours from 9:00 a.m. to 6:00 p.m. Monday to Friday, excluding public holidays or send an email to 1755-ecom@vistra.com.

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

Note: Corporate Communications include but are not limited to (a) the directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; (f) a reply slip; and (g) a proxy form. Actionable Corporate Communications refer to any corporate communications that seek instructions from the shareholders of the Company on how they wish to exercise their rights or make elections as the Company’s shareholders.

各位股東：

新城悅服務集團有限公司(「本公司」)
2025年度報告(「本次公司通訊」)之發佈通知

本公司的本次公司通訊的中、英文版本已上載於本公司網站www.xinchengyue.com及香港交易所披露易網站www.hkexnews.hk。本公司建議閣下閱覽本次公司通訊及日後的公司通訊^(附註)的網站版本。如閣下已選擇收取公司通訊的印刷本，隨函附上本次公司通訊。

根據香港聯合交易所有限公司證券上市規則(「上市規則」)第2.07A條，本公司已採用電子方式發送公司通訊(「公司通訊」)。閣下如日後希望收到本公司的公司通訊已上載於本公司網站的電子通知，可以於背面的電郵地址提供表格提供閣下的有效電郵地址，然後交回至本公司的香港證券登記處，卓佳證券登記有限公司(「卓佳」)，地址為香港夏慤道16號遠東金融中心17樓，或電郵至1755-ecom@vistra.com。

股東有責任提供有效的電郵地址。如本公司沒有收到閣下的有效電郵地址，閣下將無法收到任何有關發佈公司通訊的通知。當本公司向閣下提供的電郵地址發送可供採取行動的公司通訊而沒有收到任何「未送達」的訊息，本公司將被視為已遵守上市規則。

我們鼓勵閣下於本公司網站以電子形式瀏覽本公司的公司通訊。如閣下日後希望收取公司通訊的印刷本，可以參考本公司網站內註明的相關程序。本公司將盡快免費向閣下寄上所要求的公司通訊的印刷本。

如閣下對上述事宜有任何疑問，請致電卓佳電話熱線(852) 2980 1333，辦公時間為星期一至五(公眾假期除外)上午9時正至下午6時正，或電郵至1755-ecom@vistra.com。

承董事會命
新城悅服務集團有限公司
董事長
執行董事
首席執行官
戚小明

2026年7月15日

附註： 公司通訊包括但不限於：(a)董事會報告、年度帳目連同核數師報告副本及如適用，財務摘要報告；(b)中期報告及如適用，中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；(f)回條；及(g)代表委任表格。可供採取行動的公司通訊是指任何涉及要求本公司的股東指示其擬如何行使其有關股東權利的公司通訊。

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PROVISION OF EMAIL ADDRESS FORM 電郵地址提供表格

致 To: 新城悅服務集團有限公司(「本公司」) S-Enjoy Service Group Co., Limited (the “Company”)
經 c/o 卓佳證券登記有限公司 Tricor Investor Services Limited
香港夏慤道16號遠東金融中心17樓
17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong
服務熱線 Services Hotline: (852) 2980 1333
電郵地址 Email: 1755-ecom@vistra.com

I/we hereby provide my/our email address in writing for receipt of future Corporate Communications* of the Company via electronic dissemination
本人／吾等現以書面提供本人／吾等之電子郵件地址，以確保收到本公司通過電子方式發佈的未來公司通訊*

(請用正楷英文填寫 Please complete in ENGLISH CAPITAL LETTERS)

證券持有人姓名

Name of Registered Holder(s)

證券持有人登記地址

Registered Address

聯絡電話號碼

Contact Telephone Number

電郵地址

Email Address

[illegible]

簽名 Signature

日期 Date

Notes 附註：

1. Please complete all your details clearly. If your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order to be valid.
請清楚填妥 閣下之所有資料。如屬聯名股東，則本回條須由所有聯名股東聯合簽署，方為有效。
2. Any Reply Form with no signature or otherwise incorrectly completed will be void.
任何回條若未有簽署或在其他方面填寫不正確，則本回條將會作廢。
3. If the Company does not receive a functional email address from you, you will be unable to receive any notification regarding the publication of Corporate Communications. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by you without receiving any “non-delivery message”.
如本公司沒有收到 閣下的有效電郵地址，閣下將無法收到任何有關發佈公司通訊的通知。當本公司向 閣下提供的電郵地址發送可供採取行動的公司通訊時而沒有收到任何「未送達」的訊息，本公司將被視為已遵守上市規則。
4. If you provide more than one email address by email, reply form and/or other means, only the latest one email address provided will be registered.
如 閣下通過電郵、回條及／或其他方式提供多於一個的電子郵件地址，只有 閣下最後提供的電子郵件地址將會被用於登記。
5. For the avoidance of doubt, the Company does not accept any other instructions given on this Form.
為免存疑，在本表格上的任何額外指示，本公司將不予處理。

* Corporate Communications include but are not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; (f) a reply slip and (g) a proxy form.

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PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- (i) In this statement, “Personal Data” has the same meaning as “personal data” in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong (“**PDPO**”). 本聲明中所指的「個人資料」具有香港法例第486章《個人資料（私隱）條例》（即《**私隱條例**》）中「個人資料」的涵義。
- (ii) Your supply of Personal Data to the Company is on a voluntary basis. Your Personal Data may be used by the Company or be transferred to its Hong Kong Share Registrar for processing your instructions and/or request stated in this form and will be retained for such period as may be necessary for our verification and record purposes. 閣下是自願向本公司提供個人資料。閣下的個人資料可被本公司用於或被轉移給本公司的香港證券登記處作為處理 閣下在本表格上所述的指示及／或要求，並將在適當期間保留該等個人資料作核實及紀錄用途。
- (iii) You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing and addressed to the Personal Data Privacy Officer of Tricor Investor Services Limited at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong. 閣下有權根據《私隱條例》的條文查閱及／或修改 閣下的個人資料。任何該等查閱及／或修改個人資料的要求均須以書面方式向卓佳證券登記有限公司（地址為香港夏慤道16號遠東金融中心17樓）的個人資料私隱主任提出。