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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)**

### **GRANT OF AWARD SHARES**

Reference is made to the share award scheme adopted by S-Enjoy Service Group Co., Limited (the “**Company**”) on 15 November 2019 and amended on 2 July 2021 and 23 August 2021 (the “**Share Award Scheme**”).

On 4 September 2023, the board (the “**Board**”) of directors (the “**Director(s)**”) of the Company resolved to grant an aggregate of 900,000 award shares (the “**Award Shares**”) to 3 employees of the Company and its subsidiaries (the “**Group**”) (the “**Share Award Grantee(s)**”) under the Share Award Scheme with the payment of the grant price of HK\$2.46 per Award Share (the “**Grant Price**”).

The number of Award Shares granted is determined based on the Share Award Grantee’s position, experience, years of service, performance and contribution to the Company, its subsidiaries and/or associated entities.

The Award Shares, being existing shares of the Company purchased in the open market, are held on trust for the Share Award Grantees by the trustee of the Share Award Scheme. To the best of the Directors' knowledge, information and belief, and having made all reasonable enquiries, the trustee is a third party independent of the Company and its connected persons (as defined in Chapter 14A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**"). The trustee shall transfer the Award Shares to the Share Award Grantees upon the following vesting dates subject to payment of the Grant Price and satisfaction of vesting conditions specified by the rules of the Share Award Scheme (as amended from time to time), as described in the announcement of the Company dated 15 November 2019:

<b>Number of Award Shares</b>	<b>Vesting Date</b>
30% of the Award Shares	4 September 2024
30% of the Award Shares	4 September 2025
40% of the Award Shares	4 September 2026

The aggregate of 900,000 Award Shares granted to the 3 Share Award Grantees on 4 September 2023 represent approximately 0.10% of the total issued share capital of the Company as at the date of this announcement. No new shares will be issued by the Company as a result of the grant of the Award Shares, and accordingly, the granting of such Award Shares will not result in any dilution effect on the shareholdings of the existing shareholders of the Company.

None of the Share Award Grantees is a Director, chief executive or substantial shareholder of the Company, or an associate (as defined in the Listing Rules) of any of them.

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

The PRC, 4 September 2023

*As at the date of this announcement, the Board comprises Mr. Qi Xiaoming, Mr. Gao Xinli 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. Xu Xinmin as independent non-executive Directors.*