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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)

VOLUNTARY ANNOUNCEMENT

This is a voluntary announcement made by S-Enjoy Service Group Co., Limited (the “**Company**”).

The board of directors (the “**Board**”) of the Company is pleased to announce that in the morning of 11 September 2023, Mr. Qi Xiaoming (“**Mr. Qi**”), an executive director of the Company, purchased a total of 70,000 shares of the Company (“**Shares**”) at an average price of approximately HK\$4.67 per Share on open market for an aggregate consideration of approximately HK\$327,180 with his personal funds. Immediately after the purchase, Mr. Qi is interested in an aggregate of 4,680,000 Shares (including 450,000 share options and 350,000 award shares of the Company), representing approximately 0.54% of the total issued share capital of the Company as at the date of this announcement.

Mr. Qi is confident in the future of the Company and is firmly optimistic about the long-term development of the entire property management industry.

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

The PRC, 11 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.