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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)**

**INSIDE INFORMATION  
DELAY IN PUBLICATION OF 2024 ANNUAL RESULTS AND  
2024 ANNUAL REPORT;  
POSTPONEMENT OF BOARD MEETING;  
AND  
SUSPENSION OF TRADING**

This announcement is made by S-Enjoy Service Group Co., Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rules 13.09(2) and 13.49(3) of the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

Reference is made to the announcement of the Company dated 19 March 2025 in relation to the date of the board meeting (the “**Board Meeting**”) for the purpose of, among other matters, considering and approving the audited annual results of the Group for the year ended 31 December 2024 (the “**2024 Annual Results**”) and its publication thereof, and considering the recommendation for payment of a final dividend, if any.

## **DELAY IN PUBLICATION OF 2024 ANNUAL RESULTS**

Pursuant to Rule 13.49(1) of the Listing Rules, the Company is required to publish an announcement for the 2024 Annual Results on a date not later than three months after the end of the financial year of the Company, i.e. on or before 31 March 2024. Pursuant to Rule 13.49(2) of the Listing Rules, the preliminary announcement in relation to the 2024 Annual Results shall be based on the Group's consolidated financial statements for the financial year ended 31 December 2024 which shall have been agreed with the Company's auditor (the "**Auditor**").

The board of directors of the Company (the "**Board**") hereby informs the shareholders of the Company (the "**Shareholders**") and potential investors that the Company will not be able to publish the 2024 Annual Results on or before 31 March 2025 in accordance with Rules 13.49(1) and 13.49(2) of the Listing Rules as the Company discovered fund transactions with related parties. The Board has initiated investigation procedures into these related party fund transactions. In addition, these fund transactions and investigation findings are subject to additional audit process by the Auditor.

The expected date of the publication of the 2024 Annual Results will need to be further discussed and agreed with the Auditor based on the progress and findings of the Board's investigation, and a separate announcement will be made by the Company as and when appropriate.

Rule 13.49(3) of the Listing Rules provides that where an issuer is unable to issue its preliminary results in accordance with Rules 13.49(1) and 13.49(2) of the Listing Rules, it must announce its results based on the financial results which have yet to be agreed with the auditor (so far as the information is available). The Board, after due and careful consideration, is of the view that it would not be appropriate for the Company to publish the unaudited management accounts of the Group for the year ended 31 December 2024 at this stage in order to avoid unnecessary confusion to the public in the interim period given the relevant investigation on the above-mentioned related party fund transactions is yet to be completed.

## **POSSIBLE DELAY IN PUBLICATION OF 2024 ANNUAL REPORT**

Pursuant to Rule 13.46(2)(a) of the Listing Rules, the Company is required to publish its annual report for the year ended 31 December 2024 (the "**2024 Annual Report**") no later than four months after the end of the financial year (i.e., on or before 30 April 2025). Due to the delay in the publication of the 2024 Annual Results, the Company may also be unable to publish its 2024 Annual Report within four months after the end of the financial year (i.e. on or before 30 April 2025) as required under Rule 13.46(2)(a) of the Listing Rules.

## **POSTPONEMENT OF BOARD MEETING**

A Board Meeting was convened on 31 March 2025. Given the publication of the 2024 Annual Results will be delayed, the Board Meeting did not consider or approve the 2024 Annual Results and its publication, and the approval of which will be postponed to another Board Meeting to be convened in due course.

The Board will make further announcement(s) as and when appropriate to inform the Shareholders of (i) the date of the Board Meeting to approve the 2024 Annual Results and its publication; and (ii) the dates of the publication of the 2024 Annual Results and sending the 2024 Annual Report.

## **SUSPENSION OF TRADING**

At the request of the Company, trading in the shares of the Company on the Stock Exchange will be suspended at 9:00 am on Tuesday, 1 April 2025 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, 31 March 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. Xu Xinmin as independent non-executive directors.*