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*Unless otherwise defined in this announcement, capitalized terms used herein shall have the same meanings as those defined in the prospectus dated 30 June 2023 (the “**Prospectus**”) issued by Star Plus Legend Holdings Limited (the “**Company**”).*

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for any securities or any Shares under the Global Offering. This announcement is not a prospectus. Potential investors should read the Prospectus carefully for detailed information about the Company and the Global Offering before deciding whether or not to invest in the Offer Shares. Any investment decision in relation to the Offer Shares should be taken solely in reliance on the information provided in the Prospectus.

*This announcement does not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of Offer Shares in any jurisdiction in which such offer, solicitation or sales would be unlawful. This announcement is not for release, publication or distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia) or any other jurisdiction where such distribution is prohibited by law, nor does this announcement constitute an offer for sale or solicitation to purchase or subscribe for securities in the United States or any other jurisdictions. The Offer Shares have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the “**U.S. Securities Act**”) or any applicable state securities law in the United States and may not be offered, sold, pledged, or transferred within the United States or to, or for the account or benefit of, U.S. persons (as defined in Regulation S), except in transactions exempt from, or not subject to, the registration requirements of the U.S. Securities Act. The Company has not intended and does not intend to make any public offer of securities in the United States. The Offer Shares are being offered and sold outside the United States in offshore transactions in reliance on Regulation S under the U.S. Securities Act.*

*In connection with the Global Offering, Bradbury Securities Limited, or any of its affiliates or any person acting for it, as stabilizing manager (the “**Stabilizing Manager**”), may, to the extent permitted by applicable law and regulatory requirements of Hong Kong and elsewhere, purchase or agree to purchase any of the Shares, or offer or attempt to do any of the foregoing, for the sole purpose of preventing or minimising any reduction in the market price of the Shares, in such manner as the Stabilizing Manager may determine, for a limited period commencing on the Listing Date and ending on the 30th day after the last day for lodging applications under the Hong Kong Public Offering (i.e. the 30-day period will end on Friday, 4 August 2023). In connection with any such primary stabilizing action, the Stabilizing Manager may over-allocate the Offer Shares, and/or purchase or subscribe for or agree to purchase or subscribe for the Offer Shares pursuant to exercise(s) of the Over-allotment Option in order to close out any position established under over-allocation. Such stabilizing actions, if commenced, will be effected in compliance with all applicable laws, rules and regulatory requirements. However, there is no obligation on the Stabilizing Manager or any person acting for it to conduct any such stabilizing action, which if commenced, will be done at the absolute discretion of the Stabilizing Manager or any person acting for it, and may be discontinued at any time.*

Any such stabilizing activity, if commenced, shall in any event be brought to an end on the last day of the stabilizing period, i.e. the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering, after which an announcement will be made pursuant to section 9 of, and schedule 3 to, the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong, as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong)). Potential investors should be aware that, after this date, no further stabilizing action may be taken, and hence the price of the Shares could fall.

The Hong Kong Offer Shares will be offered to the public in Hong Kong subject to the terms and conditions set out in the Prospectus and the related application form. The Hong Kong Offer Shares will not be offered to any person who is outside Hong Kong and/or not resident in Hong Kong. Potential investors of the Offer Shares should note that the Sole Overall Coordinator (for itself and on behalf of the Hong Kong Underwriters) shall be entitled to terminate the Hong Kong Underwriting Agreement upon the occurrence of any of the events set out in “Underwriting – Underwriting Arrangements and Expenses – Hong Kong Public Offering – Grounds for Termination” in the Prospectus at any time before 8:00 a.m. (Hong Kong time) on the Listing Date (which is currently expected to be Thursday, 13 July 2023).

In connection with the Global Offering, the Company is expected to grant to the International Underwriters the Over-allotment Option, exercisable by the Sole Overall Coordinator at its sole and absolute discretion for itself on behalf of the International Underwriters. Under the Over-allotment Option, the Sole Overall Coordinator (on behalf of the International Underwriters) will have the right, at any time within the period commencing on the Listing Date and ending on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering (being Friday, 4 August 2023), to require the Company to issue up to an aggregate of 18,996,000 additional Shares, representing 15% of the number of Offer Shares initially available under the Global Offering, at the Offer Price, to cover over-allocations, if any, in the International Offering.



Star Plus Legend Holdings Limited
(巨星傳奇集團有限公司)

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

Number of Offer Shares under Global Offering	:	126,640,000 Shares (comprising 78,640,000 New Shares and 48,000,000 Sale Shares, subject to the Over-allotment Option)
Number of Hong Kong Offer Shares	:	12,664,000 New Shares (subject to reallocation)
Number of International Offer Shares	:	113,976,000 Shares (comprising 65,976,000 New Shares and 48,000,000 Sale Shares, subject to reallocation and the Over-allotment Option)
Offer Price	:	HK\$4.25 per Offer Share, plus brokerage of 1.0%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal value	:	US\$0.00001 per Share
Stock code	:	6683

Sole Sponsor and Sole Overall Coordinator



Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers



Joint Bookrunners and Joint Lead Managers



Joint Lead Managers



**IMPORTANT NOTICE TO INVESTORS:
FULLY ELECTRONIC APPLICATION PROCESS**

We have adopted a fully electronic application process for the Hong Kong Public Offering. We will not provide any printed copies of the Prospectus or any printed copies of any application forms for use by the public.

The Prospectus is available at the website of the Hong Kong Stock Exchange at www.hkexnews.hk under the “*HKEXnews > New Listings > New Listing Information*” section, and our website at www.splend.com. If you require a printed copy of the Prospectus, you may download and print from the website addresses above.

To apply for the Hong Kong Offer Shares, you may:

- (1) apply online through the **White Form eIPO** service at www.eipo.com.hk; or
- (2) apply through the **CCASS EIPO** service to electronically cause HKSCC Nominees to apply on your behalf, including by:
 - (i) instructing your broker or custodian who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf; or
 - (ii) (if you are an existing CCASS Investor Participant) giving **electronic application instructions** through the CCASS Internet System (<https://ip.ccass.com>) or through the CCASS Phone System by calling +852 2979 7888 (using the procedures in HKSCC’s “An Operating Guide for Investor Participants” in effect from time to time). HKSCC can also input **electronic application instructions** for CCASS Investor Participants through HKSCC’s Customer Service Centre at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong by completing an input request.

We will not provide any physical channels to accept any application for the Hong Kong Offer Shares by the public. The contents of the electronic version of the Prospectus are identical to the printed prospectus as registered with the Registrar of Companies in Hong Kong pursuant to Section 342C of the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong).

If you are an intermediary, broker or agent, please remind your customers, clients or principals, as applicable, that the Prospectus is available online at the website addresses above.

Please refer to the section headed “How to Apply for Hong Kong Offer Shares” in the Prospectus for further details of the procedures through which you can apply for the Hong Kong Offer Shares electronically.

Your application through the **White Form eIPO** service or the **CCASS EIPO** service must be for a minimum of 500 Hong Kong Offer Shares and in one of the numbers set out in the table. You are required to pay the amount next to the number you select.

No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>	No. of Hong Kong Offer Shares applied for	Amount payable on application <i>HK\$</i>
500	2,146.43	7,000	30,050.02	50,000	214,643.07	700,000	3,005,002.88
1,000	4,292.86	8,000	34,342.89	60,000	257,571.68	800,000	3,434,289.00
1,500	6,439.29	9,000	38,635.75	70,000	300,500.29	900,000	3,863,575.13
2,000	8,585.72	10,000	42,928.61	80,000	343,428.90	1,000,000	4,292,861.26
2,500	10,732.16	15,000	64,392.92	90,000	386,357.51	1,500,000	6,439,291.88
3,000	12,878.58	20,000	85,857.23	100,000	429,286.13	2,000,000	8,585,722.50
3,500	15,025.01	25,000	107,321.53	200,000	858,572.26	2,500,000	10,732,153.13
4,000	17,171.45	30,000	128,785.83	300,000	1,287,858.38	3,000,000	12,878,583.76
4,500	19,317.88	35,000	150,250.14	400,000	1,717,144.50	4,000,000	17,171,445.00
5,000	21,464.30	40,000	171,714.46	500,000	2,146,430.63	5,000,000	21,464,306.26
6,000	25,757.17	45,000	193,178.76	600,000	2,575,716.76	6,332,000 ⁽¹⁾	27,182,397.44

Note:

(1) Maximum number of Hong Kong Offer Shares you may apply for.

No application for any other number of the Hong Kong Offer Shares will be considered and any such application is liable to be rejected.

THE LISTING APPLICATION

We have applied to the Stock Exchange for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including any Shares which may be issued pursuant to the Capitalization Issue and upon the exercise of the Over-allotment Option) and any Shares which may be issued upon the exercise of the Options granted or may be granted under the Share Option Schemes. Assuming that the Global Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Thursday, 13 July 2023, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Thursday, 13 July 2023.

STRUCTURE OF THE GLOBAL OFFERING

The Global Offering comprises:

- the Hong Kong Public Offering of initially 12,664,000 New Shares (subject to adjustment and reallocation), representing 10% of the total number of Offer Shares initially available under the Global Offering, and
- the International Offering of initially 113,976,000 Shares (initially comprising 65,976,000 New Shares and 48,000,000 Sale Shares, and subject to adjustment and reallocation and the Over-allotment Option), representing 90% of the total number of Offer Shares initially available under the Global Offering to be offered outside the United States in reliance on Regulation S.

The allocation of Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to reallocation as described in “Structure of the Global Offering – The Hong Kong Public Offering – Reallocation” in the Prospectus.

In addition, subject to the requirements under Practice Note 18 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Guidance Letter HKEX-GL91-18, the Sole Overall Coordinator may, at its discretion, reallocate the Offer Shares from the International Offering to the Hong Kong Public Offering to satisfy valid applications under the Hong Kong Public Offering. In accordance with Guidance Letter HKEX-GL91-18, if such reallocation is done other than pursuant to the clawback mechanism as described in the section headed “Structure of the Global Offering – The Hong Kong Public Offering – Reallocation” in the Prospectus, the maximum total number of Offer Shares available under the Hong Kong Public Offering following such reallocation shall be not more than double of the number of Hong Kong Offer Shares initially available under the Hong Kong Public Offering (i.e. 25,328,000 Offer Shares). Further details on the circumstances under which the above guidance letter would apply are set out in the section headed “Structure of the Global Offering – The Hong Kong Public Offering – Reallocation” in the Prospectus.

Under the International Underwriting Agreement, the Company is expected to grant to the International Underwriters, exercisable by the Sole Overall Coordinator at its sole and absolute discretion for itself and on behalf of the International Underwriters, the Over-allotment Option, which will be exercisable at any time from the Listing Date until Friday, 4 August 2023, being the 30th day after the last day for lodging applications under the Hong Kong Public Offering. Upon exercise of the Over-allotment Option, the Company will be required to allot and issue up to an aggregate of 18,996,000 Shares, representing in aggregate 15% of the number of Offer Shares initially available under the Global Offering, at the Offer Price, to cover over-allocations in the International Offering, if any, and/or to satisfy the obligations of the Stabilizing Manager to return the borrowed securities under the Stock Borrowing Agreement. In the event that the Over-allotment Option is exercised, the Company will make an announcement which will be posted on the Stock Exchange's website at www.hkexnews.hk and the Company's website at www.splend.com respectively.

PRICING

The Offer Price is HK\$4.25 per Offer Share unless otherwise announced. Applicants under the Hong Kong Public Offering are required to pay, on application, the Offer Price of HK\$4.25 per Offer Share, together with brokerage of 1%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565% (payable in full on application in Hong Kong dollars and subject to refund).

EXPECTED TIMETABLE

	Date and time <i>(Note)</i>
Hong Kong Public Offering commences from	9:00 a.m. on Friday, 30 June 2023
Latest time for completing electronic applications under the White Form eIPO service through the designated website www.eipo.com.hk	11:30 a.m. on Wednesday, 5 July 2023
Application lists of the Hong Kong Public Offering open	11:45 a.m. on Wednesday, 5 July 2023
Latest time for (a) completing payment for White Form eIPO applications by effecting internet banking transfer(s) or PPS payment transfer(s) and (b) giving electronic application instructions to HKSCC	12:00 noon on Wednesday, 5 July 2023

Application lists of the Hong Kong
Public Offering close. 12:00 noon on
Wednesday, 5 July 2023

(1) Announcement of the level of indications of
interest in the International Offering,
the level of applications in the Hong Kong Public
Offering and the basis of allocation of the Hong Kong
Offer Shares under the Hong Kong Public Offering
to be published on the website of the Stock Exchange
at **www.hkexnews.hk** and our Company
at **www.splend.com** on or before Wednesday, 12 July 2023

(2) An announcement of results of allocations
in the Hong Kong Public Offering (with successful
applicants' identification document numbers,
where appropriate) to be available through a variety of
channels, including the website of the Hong Kong
Stock Exchange at **www.hkexnews.hk** and the Company's
website at **www.splend.com** (see "How to Apply
for Hong Kong Offer Shares –
11. Publication of Results" in the Prospectus) from Wednesday, 12 July 2023

Results of allocations in the Hong Kong Public Offering
will be available at **www.iporeresults.com.hk**
(alternatively: English **https://www.eipo.com.hk/en/Allotment**;
Chinese **https://www.eipo.com.hk/zh-hk/Allotment**)
with a "search by ID" function from 8:00 a.m. on
Wednesday, 12 July 2023
to 12:00 midnight on
Tuesday, 18 July 2023

Telephone enquiry for the results of allocations
in the Hong Kong Public Offering by calling
+852 2862 8555 between
9:00 a.m. and 6:00 p.m. from Wednesday, 12 July 2023 to
Friday, 14 July 2023 and
Monday, 17 July 2023

Share certificates in respect of wholly or partially
successful applications to be dispatched or deposited
into CCASS on or before Wednesday, 12 July 2023

White Form e-Refund payment instructions/refund
cheques in respect of wholly or partially successful
applications to be dispatched/collected on or before Wednesday, 12 July 2023

Dealings in the Shares on the Stock Exchange expected to
commence at 9:00 a.m. on Thursday, 13 July 2023

Note: All dates and times refer to Hong Kong local dates and times.

SETTLEMENT

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Stock Exchange and compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or any other date as determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second settlement day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS. Investors should seek the advice of their stockbrokers or other professional advisers for details of the settlement arrangements as such arrangements may affect their rights and interests.

ELECTRONIC APPLICATION CHANNELS

White Form eIPO service

The Hong Kong Public Offering will commence on Friday, 30 June 2023 through Wednesday, 5 July 2023. Applicants who meet the criteria set forth in “How to Apply for Hong Kong Offer Shares – 2. Who can apply” in the Prospectus may apply through the **White Form eIPO** service for the Offer Shares to be allotted and registered in their own names through the designated website at **www.eipo.com.hk** (24 hours daily, except on the last application day) from 9:00 a.m. on Friday, 30 June 2023 until 11:30 a.m. on Wednesday, 5 July 2023, and the latest time for completing full payment of application monies in respect of such applications will be 12:00 noon on Wednesday, 5 July 2023 or such later time under “How to Apply for Hong Kong Offer Shares – 10. Effect of Bad Weather and/or Extreme Conditions on the Opening of the Application Lists” in the Prospectus.

CCASS EIPO Service

CCASS Participants may give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares and to arrange payment of the money due on application and payment of refunds under their participant agreements with HKSCC and the General Rules of CCASS and the CCASS Operational Procedures.

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates^(Note):

Friday, 30 June 2023 – 9:00 a.m. to 8:30 p.m.
Monday, 3 July 2023 – 8:00 a.m. to 8:30 p.m.
Tuesday, 4 July 2023 – 8:00 a.m. to 8:30 p.m.
Wednesday, 5 July 2023 – 8:00 a.m. to 12:00 noon

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Friday, 30 June 2023 until 12:00 noon on Wednesday, 5 July 2023 (24 hours daily, except on Wednesday, 5 July 2023, the last application day).

The latest time for inputting the **electronic application instructions** will be 12:00 noon on Wednesday, 5 July 2023, the last application day or such later time as described in “How to Apply for Hong Kong Offer Shares – 10. Effect of Bad Weather and/or Extreme Conditions on the Opening of the Application Lists” in the Prospectus.

Note: The times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants and/or CCASS Investor Participants.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set forth in the Prospectus and the designated website (www.eipo.com.hk).

If you are instructing your **broker** or **custodian** who is a CCASS Clearing Participant or a CCASS Custodian Participant to give **electronic application instructions** via CCASS terminals to apply for the Hong Kong Offer Shares on your behalf, you are advised to contact your **broker** or **custodian** for the latest time for giving such instructions which may be different from the latest time as stated above.

The application monies (including the brokerage fees, SFC transaction levy, AFRC transaction levy and Stock Exchange trading fee) will be held by the receiving bank on behalf of the Company after the closing of the application lists, and the refund monies, if any, will be returned to the applicants without interest on or before Wednesday, 12 July 2023.

Please refer to the sections headed “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

Applicants under the Hong Kong Public Offering are required to pay, on application, the Offer Price of HK\$4.25 per Offer Share, together with brokerage of 1%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565% (payable in full on application in Hong Kong dollars and subject to refund). If an application is rejected, not accepted or accepted in part only, or if the conditions of the Hong Kong Public Offering as set out in “Structure of the Global Offering” in the Prospectus are not fulfilled or waived or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy, AFRC transaction levy and Stock Exchange trading fee, will be refunded, without interest or the cheque or banker’s cashier order will not be cleared. Any refund of application monies will be made on or before Wednesday, 12 July 2023.

PUBLICATION OF RESULTS

The Company expects to announce the final Offer Price, the level of indication of interest in the International Offering, the level of applications in the Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares on Wednesday, 12 July 2023 on the Company’s website at **www.splend.com** and the website of the Stock Exchange at **www.hkexnews.hk**. The results of allocations and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be available through a variety of channels at the times and dates and in the manners specified in the section headed “How to Apply for Hong Kong Offer Shares – 11. Publication of Results” in the Prospectus.

If an application is rejected, not accepted or accepted in part only, or if the conditions of the Hong Kong Public Offering are not fulfilled in accordance with “Structure of the Global Offering – Conditions of the Global Offering” in the Prospectus or if any application is revoked, the application monies, or the appropriate portion thereof, together with the related brokerage, SFC transaction levy, Stock Exchange trading fee and AFRC transaction levy, will be refunded, without interest or the cheque or banker’s cashier order will not be cleared.

No temporary document of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application. Share certificates will only become valid at 8:00 a.m. on Thursday, 13 July 2023 provided that the Global Offering has become unconditional and the right of termination described in “Underwriting” section in the Prospectus has not been exercised. Assuming the Global Offering becomes unconditional at or before 8:00 a.m. (Hong Kong time) on Thursday, 13 July 2023, dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. (Hong Kong time) on Thursday, 13 July 2023. The Shares will be traded in board lots of 500 Shares each under the stock code 6683.

On behalf of the Board
Star Plus Legend Holdings Limited
Lai, Kwok Fai Franki
Executive Director

Hong Kong, 30 June 2023

As at the date of this announcement, the Board comprises (i) Ms. Ma, Hsin-Ting, Dr. Qian, Sam Zhongshan and Mr. Lai, Kwok Fai Franki as executive directors; (ii) Mr. Yang, Chun-Jung and Mr. Chen, Chung as non-executive directors; and (iii) Dr. Xue Jun, Mr. Yang, Dave De and Ms. Chung, Elizabeth Ching Yee as independent non-executive directors.