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Legend Upstar Holdings Limited

駿 聯 控 股 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 459)

POSITIVE PROFIT ALERT

This announcement is made by Legend Upstar Holdings Limited (the “**Company**”, and together with its subsidiaries, collectively the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that based on a preliminary review of the latest unaudited consolidated management accounts of the Group and information currently available to the Group, it is expected that the Group will record a net profit attributable to equity holders of around HK\$20 million for the six months ended 30 June 2023, as compared to the net profit attributable to equity holders of approximately HK\$0.4 million for the six months ended 30 June 2022.

The improvement of the Group’s results was attributable to, among other factors:

- (1) effective cost control measures; and
- (2) realised gain capturing the capital appreciation from the disposal of a property investment.

The information contained in this announcement is only based on a preliminary review of the latest unaudited consolidated management accounts of the Group and information currently available to the Group. The financial results of the Group for the six months ended 30 June 2023 will be set out in the interim results announcement of the Company to be published by the end of August 2023.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Legend Upstar Holdings Limited
WONG Kin Yip, Freddie
Chairman and Executive Director

Hong Kong, 18 July 2023

As at the date of this announcement, the Board comprises seven Directors, of which four are Executive Directors, namely Mr. WONG Kin Yip, Freddie, Ms. WONG Ching Yi, Angela, Mr. LO Chin Ho, Tony and Mr. WONG Alexander Yiu Ming; and three are Independent Non-Executive Directors, namely Mr. SHA Pau, Eric, Mr. WONG Chung Kwong and Mr. LI Wai Keung.