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

This announcement is made pursuant to section 9(2) of the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong).

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 for detailed information about the Company and the Global Offering described below 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.

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

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6683)

**PARTIAL EXERCISE OF THE OVER-ALLOTMENT OPTION,
STABILIZING ACTIONS AND
END OF STABILIZATION PERIOD**

PARTIAL EXERCISE OF THE OVER-ALLOTMENT OPTION

The Company announces that the Over-allotment Option described in the Prospectus and the announcement of the Offer Price and allotment results dated July 12, 2023 has been partially exercised by the Sole Overall Coordinator (on behalf of the International Underwriters) on Friday, August 4, 2023, after consultation with the Joint Global Coordinators, in respect of an aggregate of 1,887,500 Shares (the “**Over-allotment Shares**”), representing approximately 1.49% of the total number of Offer Shares initially available under the Global Offering before any exercise of the Over-allotment Option, to, among other things, facilitate the return to Mr. Lai of the 1,887,500 Shares borrowed by the Stabilizing Manager under the Stock Borrowing Agreement which were used to cover over-allocations in the International Offering.

The Over-allotment Shares will be issued and allotted by the Company at HK\$4.25 per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%), being the Offer Price per Offer Share under the Global Offering.

APPROVAL OF LISTING

The Listing Committee of the Stock Exchange has granted the approval for the listing of and permission to deal in the Over-allotment Shares. Listing of and dealings in the Over-allotment Shares on the Main Board of the Stock Exchange will commence at 9:00 a.m. on Monday, August 7, 2023.

SHAREHOLDING STRUCTURE OF THE COMPANY UPON COMPLETION OF THE PARTIAL EXERCISE OF THE OVER-ALLOTMENT OPTION

The shareholding structure of the Company immediately before and after completion of the allotment and issue of the Over-allotment Shares pursuant to the partial exercise of the Over-allotment Option is as follows:

	Immediately before the allotment and issue of the Over-allotment Shares		Immediately after the allotment and issue of the Over-allotment Shares	
	<i>Number of issued Shares</i>	<i>Approximate % of the Company's issued share capital</i>	<i>Number of issued Shares</i>	<i>Approximate % of the Company's issued share capital</i>
Harmony Culture ⁽¹⁾	199,302,054	24.91%	199,302,054	24.85%
Legend Key ⁽²⁾	199,302,054	24.91%	199,302,054	24.85%
Max One ⁽³⁾	66,434,018	8.30%	66,434,018	8.29%
Mr. Lai ⁽⁴⁾	99,651,027	12.46%	99,651,027	12.43%
Ms. Zhang	13,206,742	1.65%	13,206,742	1.65%
Dr. Qian	9,965,103	1.25%	9,965,103	1.24%
Ms. Chung, Elizabeth Ching Yee	150,000	0.02%	150,000	0.02%
Subtotal	588,010,998	73.50%	588,010,998	73.33%
Public Shareholders				
<i>Cornerstone Investors</i>				
Blink Field	20,570,000	2.57%	20,570,000	2.57%
NetDragon	5,491,500	0.69%	5,491,500	0.68%
<i>Other Public Shareholders</i>	185,927,502	23.24%	187,815,002	23.42%
Subtotal	211,989,002	26.50%	213,876,502	26.67%
Total ⁽⁵⁾	800,000,000	100.00%	801,887,500	100.00%

Notes:

- (1) Harmony Culture is wholly owned by Ms. Ma, a Founder, one of the Controlling Shareholders, and an executive Director.
- (2) Legend Key is beneficially and owned by Mr. Yang, a Founder, one of the Controlling Shareholders and a non-executive Director, and Ms. Yeh, a Founder and one of the Controlling Shareholders, as to 50% and 50%, respectively.

- (3) Max One is wholly owned by Mr. Chen, a Founder, one of the Controlling Shareholders and a non-executive Director.
- (4) Including the 1,887,500 Shares lent to the Stabilizing Manager under the Stock Borrowing Agreement. Mr. Lai is an executive Director and chief financial officer of the Company.
- (5) Any discrepancies in the table between the totals and the sums of the amounts listed therein are due to rounding.

USE OF PROCEEDS

The Company will receive additional net proceeds of approximately HK\$7.6 million from the issue of the Over-allotment Shares, after deduction of the underwriting fees and commissions and estimated expenses payable by the Company in connection with the partial exercise of the Over-allotment Option. The additional net proceeds will be allocated on a pro rata basis to the purposes as set out in the section headed “Future Plans and Use of Proceeds” in the Prospectus.

STABILIZING ACTIONS AND END OF STABILIZATION PERIOD

Pursuant to section 9(2) of the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), the Company announces that the stabilization period in connection with the Global Offering ended on Friday, August 4, 2023, being the 30th day after the last day for lodging of applications under the Hong Kong Public Offering. Bradbury Securities Limited, as the Stabilizing Manager, or any of its affiliates or any person acting for it during the stabilization period, has undertaken the following stabilizing actions:

- (1) over-allocation of an aggregate of 1,887,500 Offer Shares in the International Offering, representing approximately 1.49% of the total number of Offer Shares initially available under the Global Offering before any exercise of the Over-allotment Option;
- (2) borrowing of an aggregate of 1,887,500 Shares from Mr. Lai pursuant to the Stock Borrowing Agreement to cover over-allocations in the International Offering; and
- (3) the partial exercise of the Over-allotment Option by the Sole Overall Coordinator (on behalf of the International Underwriters) on Friday, August 4, 2023, in respect of an aggregate of 1,887,500 Shares, representing approximately 1.49% of the total number of Offer Shares initially available under the Global Offering before any exercise of the Over-allotment Option, at HK\$4.25 per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%), being the Offer Price per Offer Share under the Global Offering, to, among other things, facilitate the return to Mr. Lai of the 1,887,500 Shares borrowed by the Stabilizing Manager under the Stock Borrowing Agreement.

There had been no purchase or sale of any Shares on the market for the purpose of price stabilization by the Stabilization Manager during the stabilization period.

The portion of the Over-allotment Option which has not been exercised by the Sole Overall Coordinator (on behalf of the International Underwriters) lapsed on Friday, August 4, 2023.

PUBLIC FLOAT

Immediately after the allotment and issue of the Over-allotment Shares, an aggregate of 213,876,502 Shares will be held in the hands of the public, representing approximately 26.67% of the total number of Shares in issue, which satisfies the minimum percentage prescribed by Rule 8.08(1)(a) of the Listing Rules.

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

Hong Kong, Friday, August 4, 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.