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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)

VOLUNTARY ANNOUNCEMENT COOPERATION AGREEMENT

This announcement is made on a voluntary basis by Star Plus Legend Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to keep the shareholders of the Company (the “**Shareholders**”) and potential investors informed of the latest business plan and development of the Group.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that on 30 October 2023, Star Plus Entertainment (Kunshan) Company Limited* (星創藝(昆山)文娛有限公司, “**Star Plus Entertainment (Kunshan)**”), an indirect wholly-owned subsidiary of the Company, and Fujian Zhongshi Communication Co., Ltd.* (福建省中視傳播有限公司) (“**Fujian Zhongshi**”) entered into a cooperation agreement (the “**Agreement**”), pursuant to which Star Plus Entertainment (Kunshan) and Fujian Zhongshi agreed to jointly invest in Jay Chou Carnival World Tour 2024 in Fuzhou (the “**Concert**”), whereby Star Plus Entertainment (Kunshan)’s investment amount in the Concert shall be not more than RMB 10,000,000, and it will be entitled to 5% of the Concert’s profits or losses. Star Plus Entertainment (Kunshan)’s investment amount was determined with reference to the amount payable by Fujian Zhongshi to the artiste management companies and expenses to be incurred for the execution of the Concert.

The terms of the Agreement were negotiated between the parties after arm’s length negotiations. The Directors consider that the terms of the Agreement are fair and reasonable and the entering into of the Agreement is in the interests of the Company and the Shareholders as a whole.

Fujian Zhongshi is principally engaged in entertainment business operations, including investment and production of live performances, and has obtained Commercial Performance License for its business operation. To the best of the Directors' knowledge, information and belief having made all reasonable enquiries, Zhang Yan (張燕) is the ultimate beneficial owner of Fujian Zhongshi, and each of Fujian Zhongshi and Zhang Yan is independent of the Company and its connected persons.

REASONS FOR ENTERING INTO THE AGREEMENT

The Group is principally engaged in the IP creation and operation and the new retail segment, and its IP creation and operation business comprises, event planning where the Group may act as an event planning service provider, an investor and/or sub-contractor for large scale music concerts and other events. The Group has been actively exploring new business opportunities, and the Directors believe that the entering into of the Agreement is beneficial for the Group as it will help expand and promote the growth of the Group's IP creation and operation business and reputation, as well as diversify the Group's revenue base, which is expected to bring long term value to the Group.

LISTING RULES IMPLICATIONS

As all applicable percentage ratios as defined under Rule 14.07 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") in respect of its investment in the Concert are below 5%, the entering into of the Agreement and the transactions contemplated thereunder does not constitute a notifiable transaction for the Company under Chapter 14 of the Listing Rules.

By Order of the Board
Star Plus Legend Holdings Limited
Ma Hsin-Ting
Chairperson and Executive Director

Hong Kong, 30 October 2023

As at the date of this announcement, the Board comprises three executive Directors, namely Ms. Ma Hsin-Ting, Dr. Qian Sam Zhongshan and Mr. Lai Kwok Fai Franki; two non-executive Directors, namely Mr. Yang Chun-Jung and Mr. Chen Chung and three independent non-executive Directors, namely Dr. Xue Jun, Mr. Yang Dave De and Ms. Chung Elizabeth Ching Yee.