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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 provide the shareholders and potential investors of the Company with the latest information in relation to the business development of the Group.

COOPERATION AGREEMENT

The board of directors of the Company (the "**Board**") is pleased to announce that, Shanghai Star Plus IP Creative Cultural Company Limited (上海星創智權文化創意有限公司), a wholly-owned subsidiary of the Company, recently entered into a cooperation agreement with Shanghai Jiushi Culture Communication Co., Ltd. (上海久事文化傳播有限公司) ("**Jiushi Culture Communication**"), the principal terms of which are as follows.

The Group and Jiushi Culture Communication will fully launch an IP and cultural-tourism crossover collaboration during the Shanghai Tourism Festival from September to October 2025. The parties will engage in strategic cooperation for IP business, including jointly launching the "Finding CHOUCHOU in Shanghai" (尋找周同學上海站) project when Jay Chou's concert will be held in Shanghai during the same period. Pursuant to the relevant agreement, the parties will display giant figures of CHOUCHOU at six landmark locations in Shanghai, establish multiple pop-up points and themed scenes related to CHOUCHOU, and also fully integrate CHOUCHOU-related elements into the city's public transport system, Suzhou Creek cruises and Huangpu River ferries. This event, jointly sponsored and operated by the two parties, will be the Group's largest crossover event to date, between the CHOUCHOU IP, cultural tourism and concert activities.

REASONS FOR AND BENEFITS OF THE COOPERATION

The Group has consistently launched "Finding CHOUCHOU" activities in line with Jay Chou's concerts held in various cities, and has recognised revenue from sharing of sponsorship fees, sales sharing of CHOUCHOU peripheral products, and royalties. The cooperation to be carried out by the Group with Jiushi Culture Communication in Shanghai aims to further explore the full-scenario application of the "ticket stub" economy through large-scale themed events, in support of urban cultural and tourism development. The parties seek to jointly create a diversified integrated scene of "Culture-Tourism-Commerce-Performance", where checking-in at urban cultural and tourism landmarks, and commercial pop-up consumption can be stimulated with music performances at its core, thereby building a new ecosystem of immersive entertainment consumption. Further cooperation with various cities will also help the Group tap into the commercial value of CHOUCHOU, thereby creating value for the Group.

INFORMATION ON THE PARTIES

The Group is principally engaged in IP creation and operation business and new consumption business in the PRC.

Jiushi Culture Communication is a subsidiary of Shanghai Jiushi (Group) Co., Ltd., and is committed to becoming a new driving force in shaping Shanghai's cultural landscape. Shanghai Jiushi (Group) Co., Ltd., which is wholly-owned by the Shanghai State-owned Assets Supervision and Administration Commission, is an influential backbone enterprise in Shanghai's cultural tourism and cultural creativity industries, and is the first government-backed investment and financing company in the PRC. Its current businesses cover five major business segments: urban transportation, sports industry, real estate development, capital operations, and cultural tourism industry.

To the best knowledge, information and belief of the directors of the Company, having made all reasonable enquiries, Jiushi Culture Communication and its ultimate beneficial owner are third parties independent of the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited).

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

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

Hong Kong, 6 August 2025

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 nonexecutive Directors, namely Dr. Xue Jun, Mr. Yang Dave De and Ms. Chung Elizabeth Ching Yee.