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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
FORMATION OF JOINT VENTURE COMPANY

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, on 11 November 2025, Star Plus Entertainment (Kunshan) Company Limited (星創藝(昆山)文娛有限公司) ("**Star Plus Entertainment**", a wholly-owned subsidiary of the Company) entered into a joint venture cooperation agreement (the "**Cooperation Agreement**") with Beijing Lingyi Technology Co., Ltd. (北京靈翌科技有限公司) ("**Lingyi Technology**", a wholly-owned subsidiary of Yushu Technology Co., Ltd. (宇樹科技股份有限公司) ("**Yushu Technology**")), pursuant to which both parties agreed to jointly establish Yuxing Entertainment Technology Co., Ltd. (宇星娛樂科技有限公司) (the "**Joint Venture Company**"), which will be owned as to 50% by each of Star Plus Entertainment and Lingyi Technology.

The Joint Venture Company is intended to be incorporated as a limited liability company under the laws of the PRC, and it will be primarily responsible for the creation, development, operation, promotion and sales of consumer-grade IP robots (including pet quadruped robots and performing humanoid robots) and IP derivative products (the "**Products**"). Leveraging Yushu Technology's advanced core robotics technology and production capabilities, and the Group's rich IP resources, operational experience, and sales expertise, the parties will jointly develop the Products, while also planning, producing, and executing robot commercialization concert performance services. The Joint Venture Company aims to integrate the Group's IP resources with Yushu Technology's advanced robotics technology to create globally influential performing entertainment interactive intelligent robot products, providing users with innovative entertainment and technology experiences.

The board of directors of the Joint Venture Company will comprise four directors. Star Plus Entertainment and Lingyi Technology shall each be entitled to appoint two directors.

Upon its establishment, the Joint Venture Company will exclusively sell, operate, and promote artist IP robots and derivatives developed based on the IP resources of both parties. The Group will be responsible for the planning and design of robot IPs, AI interaction, celebrity IP licensing, media promotion, and channel development; as well as the planning, production, and commercial client development for performance content. Yushu Technology will be responsible for the design and production or supply of robots; as well as the technology and scene development based on performance content, robot equipment technology research and development, operations and maintenance, control, and related training.

REASONS FOR AND BENEFITS OF THE FORMATION OF THE JOINT VENTURE COMPANY

The Group, as a leading IP creator and operator, has long been committed to expanding the value boundaries and presentation forms of its IP. Yushu Technology is a globally renowned robotics company, possessing leading technological research and development and production capabilities in the field of consumer-grade and industrial-grade general-purpose legged/humanoid robots.

With the rapid development of robotics technology and AI, intelligent robots are gradually becoming the next generation of consumer electronics and interactive entertainment carriers, demonstrating significant market potential and structural opportunities. Through this cooperation, the Group will strategically tap into the intelligent robotics industry ecosystem by deeply integrating its rich IP creation, operational and celebrity resources with Yushu Technology's cutting-edge robotics technology to jointly develop consumer-grade IP robots and IP derivative products.

The formation of the Joint Venture Company will facilitate complementary resource integration between the parties and fully realise the synergistic effects of technological innovation and content creativity. This initiative will not only inject technological momentum into the Group's IP business and create new types of IP derivative products that align with the AI and robotics era, but also further expand the application and commercial value of intelligent robots in scenarios such as concerts and commercial performances. This collaboration will accelerate the launch of products to the market, enhance brand influence and commercialization capabilities, and lay the foundation for the scalable operation of related products and services in the future, thereby driving long-term business growth and continuous value creation.

This cooperation serves as an important strategic deployment to achieve the technological upgrade of IP value, and is expected to effectively enhance the Group's business competitiveness and market influence, creating long-term value for shareholders.

INFORMATION ON THE PARTIES

Star Plus Entertainment is a company incorporated under the laws of the PRC and an indirect wholly-owned subsidiary of the Company, principally engaged in entertainment IP development, operation, and licensing business. The Group is principally engaged in IP creation and operation business and new consumption business in the PRC.

Lingyi Technology is a company incorporated under the laws of the PRC, and a wholly-owned subsidiary of Yushu Technology. Yushu Technology is principally engaged in the independent research and development, production and sales of consumer-grade and industrial-grade high-performance general-purpose robots and related mechanical equipment.

To the best knowledge, information and belief of the directors of the Company, having made all reasonable enquiries, Lingyi Technology 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 (the "**Listing Rules**")).

IMPLICATIONS UNDER THE LISTING RULES

As all the applicable percentage ratios under Rule 14.07 of the Listing Rules in respect of the formation of the Joint Venture Company are below 5%, the formation of the Joint Venture Company does not constitute a notifiable transaction of the Company under Chapter 14 of the Listing Rules.

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, 12 November 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 non-executive Directors, namely Dr. Xue, Jun, Mr. Yang, Dave De and Ms. Chung, Elizabeth Ching Yee.