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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)**

### **PROFIT WARNING**

This announcement is made by Star Plus Legend Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 (the “**Year**”) and the information currently available to Board, the Group expects to record a consolidated loss of not more than RMB52.0 million, compared to a consolidated profit of RMB50.2 million for the year ended 31 December 2024.

The Board is of the view that the turnaround from profit to loss for the Year was mainly attributable to (1) the periodic adjustment in the Group’s business structure and product portfolio during the Year. In particular, the pace of IP content launches slowed down as compared to the same period last year led to a temporary impact on the business performance of the IP creation and operation segment; while the gross profit margin of the new retail business decreased compared to the same period last year amid the continuous expansion of product categories and sales channels; and (2) the Group’s provision for impairment on certain trade receivables based on the principle of prudence and taking into account recent geopolitical developments. Such impairment primarily represents non-cash adjustments arising from accounting treatments, and does not have a material adverse impact on the Group’s overall cash flow position.

The Group is currently at a critical stage of upgrading its business structure and strategy. During the Year, the Group made continuous investments in resource allocation and business ecosystem development, including advancing strategic cooperation and resource layout related to IP creation and operations, exploring innovative models that integrate technologies such as AI and robotics with celebrity IP scenarios, and continuously improving its IP commercialization and new retail channel network. At the same time, the Group promoted steady business development through measures such as optimizing business structure and strengthening cost and risk management. The Board is of the view that despite the temporary impact on the results for the Year, the Group's overall business operations remained normal, and the Group continues to advance its core business layout. Such investments belong to strategic asset allocation with high barriers, laying the foundation for the Group's future business development.

As at the date of this announcement, the Group is still in the course of preparing and finalizing its results for the Year. The information contained in this announcement is only based on the preliminary assessment of the information currently available to the Board, which is subject to finalisation and has not been confirmed or reviewed by the Company's auditor or audit committee of the Board. The actual results of the Group for the Year, which are expected to be released in March 2026 in accordance with the Listing Rules, may differ from the information contained in this announcement.

**Shareholders and potential investors are advised 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 March 2026

*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.*