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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)

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rules 17.06A, 17.06B and 17.06C of the Listing Rules.

The Board hereby announces that on 31 July 2026, a total of 32,265,000 Options were granted by the Company under the Post-IPO Share Option Scheme to the Grantees to subscribe for Shares (subject to acceptance by the Grantees).

GRANT OF OPTIONS

A summary of the Options granted is set out below.

Date of grant:	31 July 2026
Number of Grantees:	50 Grantees (including five Directors, 32 Employee Participants and 13 service providers)
Exercise price of Options granted:	Each Option shall entitle the holder to subscribe for one Share upon exercise of such Option at an exercise price of HK\$4.280 per Share, representing the highest of: (i) the closing price of HK\$4.280 per Share as stated in the daily quotations sheet issued by the Stock Exchange on the date of grant; (ii) the average closing price of HK\$4.048 per Share as stated in the daily quotations sheets issued by the Stock Exchange for the five business days immediately preceding the date of grant; and

(iii) the nominal value of a Share of US\$0.00001

Number of Options granted: An aggregate of 32,265,000 Options, subject to acceptances of Options by Grantees. Among the Options granted, (i) 18,950,000 Options were granted to Ms. Ma, Hsin-Ting, Dr. Qian, Sam Zhongshan, Mr. Lai, Mr. Yang, Chun-Jung and Mr. Chen, Chung, each being an executive Director or non-executive Director; (ii) 7,315,000 Options were granted to 32 Employee Participants; (iii) 2,500,000 Options were granted to Li Daoling, a service provider of the Group, and 3,500,000 Options were granted to 12 other service providers of the Group. Each Option shall entitle the Grantee to subscribe for one Share.

Vesting period and exercise period of the Options: The Options granted shall be vested as follow:

Vesting Date	Percentage of the Options to be vested
31 July 2027	25% of the total Options granted
31 July 2028	25% of the total Options granted
31 July 2029	25% of the total Options granted
31 July 2030	25% of the total Options granted

The Options shall become exercisable immediately after the Vesting Date until ten years commencing from the date of grant.

Performance targets: The vesting of the Options is not subject to any performance targets.

The purpose of the Post-IPO Share Option Scheme is to provide incentives and rewards to the directors, employees and service providers of the Group for their contributions to, and continuing efforts to promote the interest of the Company. The Options granted will give the Grantees an opportunity to have a personal stake in the Company and will help motivate the Grantees in optimizing their performance and efficiency.

Having considered (i) the grant of Options to the Grantees (including the Directors) is a recognitions for their past contributions to the Group from 2021 to 2025, (ii) the ability of the Grantees to contribute to the overall operations, development and long-term growth of the Group, and (iii) the vesting schedule which the Options granted to the Grantees are subject to, the remuneration committee of the Board considered the grant of Options to each of Ms. Ma, Hsin-Ting, Dr. Qian, Sam Zhongshan, Mr. Lai, Mr. Yang, Chun-Jung and Mr. Chen, Chung aligned with the purpose of the Post-IPO Share Option Scheme, and the Board considered the grant of Options aligned with the purpose of the Post-IPO Share Option Scheme.

Clawback mechanism: The Options granted will be subject to the clawback mechanism as set out in the Post-IPO Share Option Scheme. In the case that a Grantee commits a misconduct or is involved in a material misstatement in the Company's financial statements, all Options of such Grantee shall automatically lapse.

Financial assistance: No financial assistance was provided by the Group to the Grantees for the purchase of Shares under the Post-IPO Share Option Scheme.

THE GRANTEES

Details of the Options granted are as follows:

Name	Position	Number of Options
Ms. Ma, Hsin-Ting	Executive Director, chairperson of the Board and substantial Shareholder	950,000
Dr. Qian, Sam Zhongshan	Executive Director and chief executive officer	8,600,000
Mr. Lai	Executive Director, chief financial officer and substantial Shareholder	7,500,000
Mr. Yang, Chun-Jung	Non-executive Director and substantial Shareholder	950,000
Mr. Chen, Chung	Non-executive Director and substantial Shareholder	950,000
32 Employee Participants		7,315,000
Li Daoling (李導齡) (Note)		2,500,000
12 other service providers of the Group (Note)		3,500,000
Total		32,265,000

Note: Service providers of the Group. For nature of services provided by these service providers, see below.

The service providers comprise (i) Li Daoling; (ii) seven artists engaged by the Group who have contributed to the Group's IP creation and operation businesses through their participation in commercial performances, endorsement projects, promotional activities and other business engagements; (iii) three managers of the aforementioned artists and entertainment industry professionals who have provided artist management, commercial representation, business development and other operational support services to the Group's IP creation and operation segment; and (iv) a legal consultant who assisted the Group to review and negotiate commercial agreements and advised on the regulatory landscape applicable to the Company's business activities on a day-to-day basis.

Li Daoling is a consultant of the Company and the general manager of Kunshan Jiabao Netshang Culture Investment Co., Ltd. (昆山嘉寶網尚文化投資有限公司), (an industrial park construction operator in Kunshan where the Company's headquarters is situated), and previously served as a media reporter, head of government undertakings, and vice president of marketing department. By virtue of her resource network accumulated over the years, and her industrial park construction services and operation experience, Li Daoling has consistently provided support and assistance required in the Group's ordinary and usual course of business. In particular, Li Daoling assisted the Group in communicating, liaising and coordinating with competent commissions, local government authorities and other stakeholders on regulatory, administrative and operational matters involved in the distribution arrangements for its new retail business and the implementation of IP content, including assisting in facilitating policy communication, project approvals, venue and resource coordination, commercial operations and other ancillary work, thereby providing end-to-end support for the implementation of the Group's business and integration of resources.

REASONS FOR AND BENEFITS OF THE GRANT OF OPTIONS

The grant of Options is to provide incentives and rewards to Grantees for their contributions to and continuing efforts to promote the interests of the Company, and the grant of Options aligns the interests of the Grantees with that of the Company and the shareholders of the Company and reinforces commitment of the Grantees to the Group.

The service providers who were granted the Options are artists, artist managers and entertainment industry professionals and legal consultant engaged by the Group to provide services in connection with the Group's content creation, artist management and entertainment businesses, as well as legal advisory matters on a continuing and regular basis to the Group, with the continuity and frequency of their services being comparable to those of employees. In particular, Li Daoling, has leveraged her established network and relationships with local authorities and stakeholders to provide material assistance to the Group in connection with its new retail and IP creation and operation business. The Board considers the provision of such content creation, artist management, entertainment, legal advisory, government liaison and stakeholder coordination services to be in the ordinary and usual course of business of the Group, and these services are integrated into the Group's day-to-day business operations.

The Options granted to the service providers will be subject to a vesting period of up to four years, therefore the Board believes that the grant to each service provider will benefit the Group's long-term growth by incentivising them to contribute their expertise and support the Group's operations and future development, and is in the interest of the Company and the Shareholders as a whole and aligns with the purposes of the Post-IPO Share Option Scheme

NUMBER OF SHARES AVAILABLE FOR FUTURE GRANT

Subsequent to the above grant of Options, 47,735,000 Shares underlying the Options will be available for future grants under the Scheme Limit and 2,000,000 Shares will be available for future grants under the Service Provider Sublimit.

APPROVAL FROM THE BOARD AND INDEPENDENT NON-EXECUTIVE DIRECTORS

Pursuant to Rule 17.04(1) of the Listing Rules, each grant of Options to a Director, chief executive or substantial Shareholder, or any of their respective associates, must be approved by independent non-executive Directors. Accordingly, the grant of Options to each of the aforementioned Directors, chief executives and substantial Shareholders of the Company or their respective associates has been approved by the Board including independent non-executive Directors, save that each of Ms. Ma, Hsin-Ting, Dr. Qian, Sam Zhongshan, Mr. Lai, Mr. Yang, Chun-Jung and Mr. Chen, Chung has abstained from approving the resolution relating to the grant of Option of which he/she is the Grantee.

LISTING RULES IMPLICATIONS

Pursuant to Rule 17.04(3) of the Listing Rules, if the grant of Options to a substantial Shareholder or any of its associates would result in the total number of Shares in issue and to be issued under all Options granted (excluding any options and awards which has lapsed) in the 12-month period up to the date of grant of Options to such person exceeding in aggregate 0.1% of the Shares in issue (the "**0.1% Limit**"), such proposed grant of Options shall be approved by the Shareholders in a general meeting. The grantee, its associates and all core connected persons of the Company must abstain from voting in favour of such resolution at the general meeting.

As the total number of Shares to be issued upon exercise of the above Options proposed to be granted to Mr. Lai, being an executive Director, chief financial officer of the Company and a substantial Shareholder, exceeds the 0.1% Limit in a 12-month period, the grant of the above Options to Mr. Lai will therefore be conditional upon and subject to the approval of the Shareholders at a general meeting to be convened where Mr. Lai together with his associates and all core connected persons of the Company shall abstain from voting in the relevant resolution at the general meeting.

Save for the grant of Options to Mr. Lai, none of the grant of Options to the other Grantees will be subject to approval by independent Shareholders.

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, save as disclosed in this announcement, as of the date of this announcement, none of the Grantees is: (i) a Director, chief executive, or substantial shareholder of the Company, or an associate (as defined in the Listing Rules) of any of them; (ii) a participant with options and awards granted and to be granted exceeding the 1% individual limit (as provided under Rule 17.03D of the Listing Rules); or (iii) a related entity participant or service provider (as defined in the Listing Rules) with options and awards granted and to be granted in any 12-month period exceeding 0.1% of the total issued Shares.

GENERAL

A circular containing, among other things, further information of the grant of the Options to Mr. Lai together with the notice of the general meeting will be despatched to the Shareholders in due course.

DEFINITION

“associate(s)”	has the meaning ascribed to it under the Listing Rules
“Board”	the board of Directors
“Company”	Star Plus Legend Holdings Limited, a company incorporated in the Cayman Islands with limited liability, the issued shares of which are listed on the Main Board of the Stock Exchange (stock code: 6683)
“Director(s)”	the director(s) of the Company
“Employee Participant(s)”	director(s) and employee(s) of the Company and/or of any of its subsidiaries
“Grantee(s)”	certain eligible Directors, employees and service providers of the Group who were granted Options pursuant to the Post-IPO Share Option Scheme
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	Hong Kong Special Administrative Region of the PRC
“Listing Rules”	the Rules Governing the Listing of Securities on Main Board of the Stock Exchange as amended, supplemented or otherwise modified from time to time

“Mr. Lai”	Mr. Lai, Kwok Fai Franki, an executive Director, chief financial officer of the Company and substantial Shareholder
“Option(s)”	share option(s) of the Company
“Post-IPO Share Option Scheme”	a share option scheme of the Company adopted and as approved by the Shareholders on 19 June 2023 (as amended from time to time)
“Scheme Limit”	80,000,000 Shares, the maximum number of Shares to be issued to eligible participants pursuant to the Post-IPO Share Option Scheme, representing 10% of the issued share capital of the Company as of 13 July 2023
“Service Provider Sublimit”	8,000,000 Shares, a sublimit for the maximum number of Shares to be issued to service providers pursuant to the Post-IPO Share Option Scheme, representing 1% of the total number of Shares as of 13 July 2023
“Share(s)”	ordinary share(s) in the share capital of the Company with a par value of US\$0.00001 each
“Shareholder(s)”	holder(s) of the share(s) of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“subsidiary(ies)”	has the meaning ascribed to it in the Listing Rules
“substantial shareholder(s)”	has the meaning ascribed to it in the Listing Rules
“%”	percentage

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

Hong Kong, 31 July 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; 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.