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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 AGREEMENTS

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.

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, recently entered into cooperation agreements with each of Jiangsu Daoxiang Cultural and Sports Investment Company Limited* (江蘇稻香文化體育投資有限公司) (“**Jiangsu Daoxiang**”) and Guangzhou Baohui Culture Development Company Limited* (廣州寶輝文化發展有限公司) (“**Guangzhou Baohui**”) in connection with Jay Chou Carnival World Tour 2024 in Nanjing (the “**Nanjing Concert**”) and Shenzhen (the “**Shenzhen Concert**”, together with the Nanjing Concert, the “**Concerts**”), respectively.

Pursuant to the cooperation agreement with Jiangsu Daoxiang (the “**Nanjing Agreement**”), Star Plus Entertainment (Kunshan) and Jiangsu Daoxiang agreed to jointly invest in the Nanjing Concert, whereby Star Plus Entertainment (Kunshan)’s investment amount in the said concert shall be not more than RMB10,000,000, and it will be entitled to 5% of the Nanjing Concert’s profits or losses. Star Plus Entertainment (Kunshan)’s final investment amount will be determined with reference to the amount Jiangsu Daoxiang shall pay to execute the Nanjing Concert.

Pursuant to the cooperation agreement with Guangzhou Baohui (the “**Shenzhen Agreement**”, together with the Nanjing Agreement referred to as the “**Agreements**”), Star Plus Entertainment (Kunshan) and Guangzhou Baohui agreed to jointly invest in the Shenzhen Concert, whereby Star Plus Entertainment (Kunshan)’s investment amount in the said concert shall be not more than RMB10,000,000, and it will be entitled to 5% of the Shenzhen Concert’s profits or losses. Star Plus Entertainment (Kunshan)’s final investment amount will be determined with reference to the amount Guangzhou Baohui shall pay to execute the Shenzhen Concert.

The terms of the Agreements were determined after arm’s length negotiations among Star Plus Entertainment (Kunshan) and each of Jiangsu Daoxiang and Guangzhou Baohui. The directors of the Company (the “**Directors**”) consider that the terms of the Agreements are fair and reasonable and the entering into of the Agreements is in the interests of the Company and the Shareholders as a whole.

Jiangsu Daoxiang is principally engaged in the cultural industry investment and the organization and planning of cultural activities, 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, Jiang Nanjing (江南京) is the ultimate beneficial owner of Jiangsu Daoxiang, and each of Jiang Nanjing and Jiangsu Daoxiang is independent of the Company and its connected persons.

Guangzhou Baohui is principally engaged in the organization and planning of cultural activities and literature and art creation services, 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, Lin Xiaoping (林小平) is the ultimate beneficial owner of Guangzhou Baohui, and each of Lin Xiaoping and Guangzhou Baohui is independent of the Company and its connected persons.

REASONS FOR ENTERING INTO THE AGREEMENTS

The Group is principally engaged in IP creation and operation, alongside its new retail segment. The Group has gained extensive experience as a planning service provider, investor, and/or contractor for various large-scale concerts and other offline events, and continues to actively explore new business opportunities. The Directors believe that the Group's previous successes in investing in different concerts have established a solid foundation for the current investments. Furthermore, entering into the Agreements will further expand and enhance the Group's IP creation and operation business, which will diversify its revenue streams, enhance its long-term reputation and create long-term value for 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 Concerts are below 5%, the entering into of each of the Agreements 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, 11 June 2024

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.

* *for identification purpose only*