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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, Star Plus Entertainment (Kunshan) Company Limited (星創藝(昆山)文娛有限公司), a wholly-owned subsidiary of the Company, recently entered into a cooperation agreement with Hangzhou Yushu Technology Co., Ltd. (杭州宇樹科技股份有限公司) (“**Yushu Technology**”).

The Group and Yushu Technology will establish strategic partnership on a global scale and will initially commence cooperation on the development and commercialization of quadruped robot dogs/robots with companionship functions and social interaction features (the “**Robot(s)**”), including but not limited to the performing arts sector (the “**Cooperation**”), with an aim to jointly develop consumer-grade Robot products with strong IP attributes (the “**Cooperation Products**”).

The Group will be responsible for core IP planning, design and AI interaction of the Cooperation Products, and take lead in the planning of global marketing strategies etc.. Yushu Technology will be responsible for the research and development of technology and hardware and production of the Cooperation Products, as well as the development of the related mobile applications. The parties will be jointly responsible for the promotion of the Cooperation Products and development of sales channels.

## **REASONS FOR AND BENEFITS OF THE COOPERATION**

Through the Cooperation, the Group can leverage Yushu Technology's resources and experience in robot research and development to create new forms of IP products for the era of AI and robotics by combining its own IP creation and operational resources and capabilities. The Cooperation will not only cover the Group's proprietary artist resources, but will also extend to a wider range of artists to expand IP cooperation opportunities. Both parties will leverage their respective strengths and resources to work together, empower intelligent Robots with IPs, and conduct product development and commercialization.

In addition to product sales, the Group will further tap into the commercial value of intelligent Robots in scenarios such as concerts and performances through the Cooperation, thereby enhancing the Group's business competitiveness.

The Cooperation represents an important endeavor by the Group to expand its IP business into a new industrial ecosystem. The Group and Yushu Technology will not only achieve synergistic growth in their respective businesses through the Cooperation, but will also unlock new business models in the high-tech sector, bringing new market opportunities and commercial value to each other.

## **INFORMATION ON THE PARTIES**

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

Yushu Technology is a world-renowned PRC civilian robotics company, focusing on the independent research and development, production, and sales of consumer and industry-class high-performance general-purpose legged/humanoid robots and dexterous robotic arms.

To the best knowledge, information and belief of the directors of the Company, having made all reasonable enquiries, Yushu 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).

**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, 30 July 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.*