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Legend Upstar Holdings Limited

鉅 聯 控 股 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 459)

PROFIT ALERT AND ESTIMATED FAIR VALUE LOSS ON INVESTMENT PROPERTIES

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

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the “**Interim Period**”) and the information currently available, all major business segments of the Group, including the property agency business (“**Midland IC&I**”), credit business and properties investment segments, recorded a profit from their respective operations notwithstanding the difficult market environment in 2025. Midland IC&I was even able to record a slight improvement in the operating results during the Interim Period when compared with the corresponding period last year.

However, due to the expected fair value loss from the revaluation of the Group’s investment properties, the Group is expected to record a net loss attributable to equity holders of around HK\$35 million for the Interim Period, as compared to the net profit attributable to equity holders of approximately HK\$9.5 million for the six months ended 30 June 2024. It is noted that such expected fair value loss is unrealised and non-cash in nature and will not affect the cash flows of the Group.

The Company is in the process of finalising the Group’s results for the Interim Period. The information contained in this announcement is only based on a preliminary review of the unaudited consolidated management accounts of the Group and information currently available, and may be subject to adjustments. The financial results of the Group for the Interim Period will be set out in the interim results announcement of the Company to be published by the end of August 2025.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Legend Upstar Holdings Limited
MUI Ngar May, Joel
Company Secretary

Hong Kong, 8 August 2025

As at the date of this announcement, the Board comprises six Directors, of which three are Executive Directors, namely Mr. WONG Kin Yip, Freddie, Ms. WONG Ching Yi, Angela and Mr. WONG Alexander Yiu Ming; and three are Independent Non-Executive Directors, namely Mr. SHA Pau, Eric, Mr. WONG Chung Kwong and Mr. LI Wai Keung