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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 the 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 six months ended 30 June 2025 and the information currently available to the Board, the Group expects to record a consolidated profit of no more than RMB8.5 million, compared to a consolidated profit of RMB25.5 million for the six months ended 30 June 2024, representing a decrease of approximately 67% compared to the same period last year.

The Board is of the view that the expected decrease in profit is mainly attributable to a fair value loss of approximately RMB 19.5 million on investments in Hong Kong-listed equity securities, which is not directly related to the Group’s principal business. Excluding the aforementioned non-operating impact, the adjusted consolidated profit for the period is expected to be no more than RMB28.0 million, representing an increase of no more than 9.8% compared to the same period last year.

With strategic opportunities brought about by the explosive growth of the IP industry, the Group is actively advancing the strategic transformation and upgrade of its IP business. While such transformation has a certain impact on the Group’s short-term performance growth, it lays a solid foundation for high-quality development over the medium to long term.

The Group recently made steady progress in business expansion and strategic deployment. The short-term performance fluctuations resulting from the IP strategic transformation, along with the reshaping of long-term value, are recalibrating market expectations. Looking ahead to the second half of the year, the Group will accelerate the development of self-operated IP products, advance the deployment of channels such as robot stores and IP-themed physical stores, continuously optimize operational management, in order to strengthen its industry position in the IP creation and operation sector, ultimately shaping an enterprise with long-term investment value.

The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and the information currently available to the Board, which are subject to finalisation and have not been confirmed or reviewed by the Company's auditor or audit committee. Therefore, the actual consolidated results of the Group for the six months ended 30 June 2025, which are expected to be released in August 2025 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, 8 August 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.