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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 ACQUISITION OF EQUITY INTERESTS IN THE TARGET COMPANY**

This announcement is made on a voluntary basis by Star Plus Legend Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to inform the shareholders of the Company (the “**Shareholders**”) and potential investors of the latest business developments of the Group.

### **EQUITY ACQUISITION AGREEMENT**

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that Star Plus Entertainment (Kunshan) Company Limited\* (星創藝(昆山)文娛有限公司) (“**Star Plus Entertainment**”), a wholly-owned subsidiary of the Company, has recently entered into an equity acquisition agreement (the “**Equity Acquisition Agreement**”) with Beijing Jinzhou Sunshine Consulting Co., Ltd.\* (北京金州陽光諮詢有限公司) (the “**Transferor**”), and Deloitte Touche Tohmatsu Certified Public Accountants LLP, Beijing Branch (the administrator of the Transferor) (“**Deloitte**”) pursuant to which, Star Plus Entertainment has conditionally agreed to acquire from the Transferor approximately 1.17% of National Stadium Co., Ltd.’s\* (國家體育場有限責任公司) (the “**Target Company**”) equity interest (the “**Sale Interests**”), corresponding to the paid-up registered capital of the Target Company of approximately RMB24.3 million (the “**Acquisition**”).

Deloitte was appointed as the Transferor’s administrator by the court after the Transferor entered into bankruptcy liquidation proceedings. As at the date of this announcement, the creditors of the Transferor have approved the Acquisition.

Completion of the Acquisition is conditional on the satisfaction of certain conditions precedent, including the lifting of the freezing over the Sale Interests, waiver of pre-emptive rights by the shareholders of the Target Company, and completion of the necessary state-owned assets supervision and administration procedures (if applicable).

Upon completion of the Acquisition, the Target Company will not become a subsidiary of the Company, and its financial results will not be consolidated into the Group's consolidated financial statements.

## **INFORMATION ON THE TARGET COMPANY**

The Target Company is a limited liability company established under the laws of the PRC on 17 December 2003, which is principally engaged in investment, financing, construction and operation management of the projects of the National Stadium (including hosting various cultural, sports and entertainment events). As of the date of this announcement, the Target Company is held as to approximately 53.23% by Beijing State-owned Assets Management Co., Ltd.

The Target Company is the entity responsible for the construction and operation of the "National Stadium (Bird's Nest)". As a landmark national key construction project, the Bird's Nest is also an internationally renowned sports and cultural icon. It holds an important and far-reaching role in major sporting events, cultural and entertainment performance activities, and the tourism economy.

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

The Group possesses industry-leading strengths in the creation, operation, and commercialization of celebrity IPs, having developed a relatively comprehensive IP matrix and content incubation capabilities. The Board believes that the Acquisition is in line with the Company's strategic development direction. The Bird's Nest owned by the Target Company is a rare landmark asset. Through the Acquisition, the Company will be able to collaborate more extensively with the Target Company in respect of the integration of large-scale cultural, sports, and entertainment events with IP resources, fully leveraging the strengths of both parties. This will further enhance the Group's capabilities in IP value monetization and industry synergy, creating positive benefits for the Group's long-term development.

In view of the above, the Directors are of the view that the terms of the Equity Acquisition Agreement and the Acquisition contemplated thereunder are fair and reasonable, and in the interests of the Company and the Shareholders as a whole.

## LISTING RULES IMPLICATIONS

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, the Transferor, the Target Company, and their respective ultimate beneficial owners are all third parties independent of the Company and its connected persons. Accordingly, the Acquisition does not constitute a connected transaction under Chapter 14A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

As all applicable percentage ratios (as defined under Rule 14.07 of the Listing Rules) in respect of the Acquisition are less than 5%, the Acquisition does not constitute a notifiable transaction under Chapter 14 of the Listing Rules.

## INFORMATION ON THE PARTIES

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

The Transferor is a limited liability company established under the laws of the PRC on 21 March 2003, which is principally engaged in infrastructure information consulting, environmental protection information consulting, international economic consulting, technology consulting and high-tech information consulting. As of the date of this announcement, the Transferor is held as to approximately 40% and 35% by Beijing Jinzhou Weiye Environmental Technology Co., Ltd.\* (北京金州偉業環境科技有限公司) and Jinzhou Holding Group Corporation\* (金州控股集團公司), respectively.

**As the Acquisition is subject to the fulfilment or waiver (where applicable) of certain conditions precedent, it may or may not be completed. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

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

Hong Kong, 16 September 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.*