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STAR SHINE HOLDINGS GROUP LIMITED

應星控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1440)

VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE

This announcement is made by Star Shine Holdings Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis for the purpose of keeping the shareholders and potential investors of the Company informed of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce a strategic partnership to diversify its business in intellectual property business through participation in an intellectual property-driven exhibition. A wholly-owned subsidiary of the Company (the “**Subsidiary**”) has recently entered into an agreement with an entity (the “**Cooperating Entity**”) incorporated in the People’s Republic of China (“**PRC**”) to be a strategic participant of an exhibition (the “**Exhibition**”) featuring the intellectual property of a renowned Japanese animation, One Piece (the “**IP**”) , which is expected to be held in the late September 2025 to mid-January 2026 in the PRC.

Under the agreement, the Subsidiary has agreed to participate in the Exhibition as a strategic partner in providing financial support for the Exhibition, and the Cooperating Entity will provide access to the IP and oversee logistics of the Exhibition, thereby creating a platform to engage a wide audience of anime enthusiasts. The Subsidiary and the Cooperating Entity will share in the revenue generated from the proceeds of the Exhibition as set out in the agreement.

According to market research and consulting firm Nova One Advisor, the Japanese anime intellectual property market, valued at US\$13.90 billion in 2023, is projected to hit US\$20.38 billion by 2033, growing at a CAGR of 3.9%, driven by streaming platforms, expanding fanbase, and innovative merchandising strategies. Mainland China, Hong Kong, South Korea and Southeast Asia are some major consumers. According to a report published by the Japan Agency for Cultural Affairs, Japan's art market, growing 11% since 2019, sees strong international sales in Asia. Japan's Intellectual Property Strategic Program 2025 aims to expand creative industries, targeting a US\$139.7 billion overseas market by 2033, reinforcing its dominance in Asia's cultural and technological intellectual property landscape. This partnership positions the Company to capitalize on these trends, leveraging high-demand intellectual properties to diversify revenue streams.

The Board believes that the partnership represents a valuable opportunity for the Group to establish a strategic collaboration relationship with world-renowned IP and brand, which will not only be able to enhance the corporate image and elevate the market position of the Group, but may also provide an opportunity for the Group to expand its business. It is expected that the IP business can diversify the Group's sources of revenue and potentially generate additional returns to the Group from time to time, which is in the interests of the Company and its shareholders as a whole.

By order of the Board
Star Shine Holdings Group Limited
Tsoi Wing Sing
Chairman

Hong Kong, 1 September 2025

As of the date of this announcement, the Board comprises of Mr. Tsoi Wing Sing, Mr. Lin Minqiang, Mr. Larry Stuart Torchin, and Ms. Tsoi Lam Ki as executive Directors, and Mr. Chow Kit Ting, Dr. Chiu Kwok Hung, Justin, and Mr. Mak Ming Hoi as independent non-executive Directors.