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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

The CR7® LIFE Museum Hong Kong commenced operations in July 2025. During August 2025, the number of visitors grew by over 40% as compared to July 2025, with a remarkable week-on-week increase of over 250% in the third week of August 2025 as compared to the second week. This strong growth underscores the success of the Group's marketing initiatives and the Museum's growing prominence as a leading global attraction.

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 provide an update of the performance of the CR7® LIFE Museum Hong Kong (the “**Museum**”), which commenced operations in July 2025.

The Museum has been well-received and welcomed a large number of fans since its opening, offering an immersive experience that showcases Cristiano Ronaldo's life and career. It has contributed significantly to the development of Hong Kong's sports tourism and cultural sectors. During August 2025, the number of visitors grew by over 40% as compared to July 2025, with a remarkable week-on-week increase of over 250% in the third week of August 2025 as compared to the second week. This strong growth underscores the success of the Group's marketing initiatives and the Museum's growing prominence as a leading global attraction.

The Board believes the Museum strengthens the Group's corporate image, elevates its market position, and supports the diversification of revenue streams, which is expected to create long-term value for the Company and its shareholders. Follow-on with the success of the Museum, the Group is actively pursuing cooperation with prominent intellectual property ("IP") holders to establish long-term collaborations that will enhance product differentiation and brand equity. It is expected that these IP initiatives 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, 28 August 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.