# 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)**

## POSITIVE PROFIT ALERT

This announcement is made by Star Shine Holdings Group Limited (the "**Company**" together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) 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 of the Company that, based on preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 and information currently available to the Board, the Group estimates to record a net profit of approximately not less than RMB24.0 million, as compared to net loss of approximately RMB22.5 million for the six months ended 30 June 2025.

The Board believes that the improvement in the estimated profit for the six months ended 30 June 2026 was mainly due to, among other things:

(i) the robust performance of the intellectual property ("**IP**") merchandise segment driven by successful collaborations with a popular global streaming drama series and other reputable IPs, as well as the new product launch featuring its proprietary design patent, which collectively contributed approximately not more than RMB13.5 million in segment profit to the Group; and

(ii) the fair value gains on the Group's investments of approximately not less than RMB27.0 million. To further advance its artificial intelligence ("**AI**") development, the Group made strategic investments in high-quality targets through initial-public-offerings, thereby preparing for the Group's future growth in high technology sector. Through these strategic investments, the Group will be able to advance its AI technology as well as explore business solutions and opportunities in the market.

The fair value gains from the investments above are non-cash in nature and has no effect on the operating cash flow of the Group.

To enhance long-term growth and shareholder value, the Group continues to actively explore other business opportunities and potential diversification initiatives to mitigate the impact of policy-induced burden and market uncertainty. Reference is made to the announcement of the Company dated 13 February 2026, in relation to, among others, continued collaborations with international and reputable IP partners and strategic expansion into AI solutions business. Through the dedicated endeavors of the Group, these strategic visions have successfully translated into growth. By continuously optimizing its business model, strengthening its financial position, and diversifying its income streams, the Group has established a sustainable and scalable foundation, which are in the best interests of the shareholders of the Company.

The Company is in the process of finalizing the unaudited consolidated financial results of the Group for the six-month period ended 30 June 2026. The information contained in this announcement is only based on the information currently available to the Company and the preliminary review by the Board on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026, which have not been reviewed by the independent auditors and/or the audit committee of the Company, and is subject to further changes and adjustments. The actual financial results of the Group for the six months ended 30 June 2026 may differ from what is disclosed in this announcement. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2026, which is expected to be published at the end of August 2026.

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

By order of the Board
**STAR SHINE HOLDINGS GROUP LIMITED**
**Tsoi Wing Sing**
*Chairman*

Hong Kong, 13 August 2026

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