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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 that a wholly-owned subsidiary of the Company (the “**Subsidiary**”) has entered into a sub-license agreement with an entity (the “**Cooperating Entity**”) holding exclusive right to operate the Paris Saint-Germain Academy and produce merchandise under “Paris Saint-Germain Academy” (“**PSGA**”) brand in Hong Kong and Macau. The strategic partnership allows the Subsidiary to produce PSGA-branded merchandise for the use in Hong Kong and Macau, with potential expansion to the Guangdong Province.

PSGA is a global network of soccer and sports training programs established in 2005 by the Paris Saint-Germain Football Club, one of the world’s leading football clubs and a powerhouse in French Ligue 1 and the winner of the Champions League of the Union of European Football Associations (UEFA) in 2025. PSGA provides elite and professional soccer training for children aged 3 to 17, with all coaches being Paris Saint-Germain certified and/or UEFA licensed, and implement the official Paris Saint-Germain Program designed in France for the best players in the world. Operating over 130 academies across 15 countries, PSGA offers year-round programs and holiday camps, focusing on technical, tactical, and personal development. It emphasizes Paris Saint-Germain’s values and prepares young players for advanced competitions, with top-tier facilities ensuring a safe and enriching environment. PSGA is a cornerstone in youth soccer development.

The sports market in Guangdong-Hong Kong-Macao Greater Bay Area (“GBA”) is experiencing steady growth, driven by rising demand for health, wellness, and youth development initiatives. Hong Kong serves as a key hub, with the sports equipment market is expected to reach US\$564.08 million in 2025, and expected to experience an annual growth rate of 4.36% between 2025 and 2029, according to Statista Market Insights. The GBA, with a population exceeding 87 million, according to Guangdong-Hong Kong-Macao Greater Bay Area Development Office, offers a substantial market, supported by economic integration and cross-regional collaboration, fostering opportunities for youth sports education and branded merchandise.

The Board believes that the cooperations represent a valuable opportunity for the Group to establish a strategic collaboration relationship with a reputable and globally renowned sports brand. This partnership is expected to enhance the corporate image, elevate the market position of the Group, and provide an opportunity for the Group to expand its business. The partnership has the potential to generate additional returns over 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, 11 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.