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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 an Overall Merchandising License Agreement with Netflix CPX, LLC (the “**Licensor**”) to utilize intellectual property from the series “Stranger Things” (Seasons 1-5) (the “**IP**”). This agreement grants the Subsidiary a non-exclusive license term of the IP until end of September 2026.

Under the agreement, the Subsidiary is allowed to design, manufacture, advertise, market, distribute and sell a diverse range of merchandise using the IP, including apparel, accessories, pet-related products, and home décor in Hong Kong and Macau through various channels, subject to Licensor’s prior written approval. The Subsidiary will pay the Licensor a minimum guarantee and royalties based on net wholesale and retail sales.

The global video streaming market size was estimated at US\$129.26 billion in 2024 and was projected to reach US\$416.80 billion by 2030, growing at a compound annual growth rate of 21.5% from 2025 to 2030, with Asia Pacific expected to be the fastest growing market, according to Grand View Research. Additionally, the television and movie merchandise market size was valued to increase US\$137.4 billion, at a compound annual growth rate of 11.2% from 2024 to 2029, driven significantly by the rise of e-commerce platforms, according to Technavio.

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 streaming platform. This alliance is expected to enhance the corporate image, elevate the market position of the Group, and facilitate business expansion in the intellectual property sector. 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, 9 December 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.