

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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 to keep shareholders of the Company and its potential investors informed of the latest business developments of the Group.

References are made to the announcements of the Company dated 28 October 2024, 6 November 2024, 11 August 2025, 28 August 2025, 1 September 2025 and 9 December 2025. Through the relentless efforts of the management of the Group, the Group has been successful in making various forms of cooperation with international and reputable intellectual property (“**IP**”) partners to elevate the market position of the Group and create commercial value by product differentiation and brand equity. Recently, the Company has been engaging in the design, manufacturing, promotion and sale of a diverse range of merchandise leveraging the IP of a global streaming drama series and has established a pop-up store in a shopping mall located in Hong Kong and set up online stores for sales of merchandise. Investment and management of IP assets will continue to be pursued as one of the business focuses of the Group, encompassing a full-service chain from IP incubation and operation to commercial value development. Leveraging its supply chain sourcing capabilities, the Company promotes the coordinated development of the IP industry across the entire supply chain through process control and resource integration, fostering a next-generation integrated IP operations model.

As artificial intelligence (“**AI**”) continues to gain popularity across industries, AI is increasingly embedded into enterprise solutions to enhance operational efficiency and drive innovation. In response to the rapid advancement of AI adoption, the Group has been investing in AI technologies to improve its operational efficiency, including enterprise resource planning (ERP) systems, AI-driven products, AI-driven personalization in apps and solutions, and e-commerce platforms. Key applications include Sisoft and Quantum Star AI, which focus on automating product designs and supply chain sourcing. These analytical tools could enable the Group’s capabilities in demand forecasting, inventory management, and overall efficiency improvements.

With the growing application of AI technologies across its operations, the Group is exploring to build its AI infrastructure and software-as-a-service (“**SaaS**”) capabilities for supporting its AI-driven initiatives. To explore the business opportunity in the development and implementation of these AI infrastructures and software, the Company has entered into memoranda of understanding for partnerships with reputable providers of AI technology, computing power and solution which are independent-third-parties of the Group. These AI service providers specialize in cloud computing power, green energy AI data centres, source-network-load-storage integrated intelligent computing support solutions, customized core algorithms and specific industry model training. Through these strategic partnership, the Group will be able to advance its AI technology as well as explore business solutions and opportunities in the market.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company believes this strategic expansion into AI solutions aligns with the Group’s long-term development strategy. By integrating AI advancements with its core competencies and resources, the Group aims to enhance operational efficiency, optimize supply chain processes, and drive customer value.

The Company has been endeavouring to enhance the business model and operations as well as the financial position of the Group by actively seeking new business opportunities to diversify its income sources and facilitate the development of a sustainable business model with growth potential, which are in the best interests of the shareholders of the Company (the “**Shareholders**”).

The Group will continue to monitor market developments in AI solutions such as cloud computing power and intelligent computing support solutions, and explore suitable business opportunities to drive sustainable growth.

Shareholders and potential investors of the Company 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 February 2026

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.