

G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED

(Company Registration No. 337751)

(Incorporated in the Cayman Islands on 29 May 2018)

**PROFIT GUIDANCE ON UNAUDITED FINANCIAL RESULTS
FOR THE SIX-MONTH PERIOD ENDED 30 JUNE 2022**

The Board of Directors (the "**Board**") of G.H.Y Culture & Media Holding Co., Limited (the "**Company**") and together with its subsidiaries and associated companies, the "**Group**") wishes to update shareholders of the Company that based on the preliminary review of the draft unaudited consolidated financial results for the half year ended 30 June 2022 ("**6M2022**"), the Group is expecting to report a net loss for 6M2022.

The net loss is primarily attributable to, inter alia, the following factors: (a) foreign exchange loss arising from the appreciation of Singapore Dollar against Chinese Renminbi in 6M2022 as the Group has significant operations in China; and (b) contract signings with some customers were delayed in 6M2022 due to the tightened COVID-19 measures in China that begun in March 2022. While key terms may have been agreed in principle with customers, contract signing and production with some customers were delayed due to the heightened COVID-19 measures in China which brought difficulties in finalising contracts, thereby resulting in a decrease in revenue contribution to the Group in 6M2022.

Further details of the Group's financial performance will be disclosed when the Group announces its forthcoming 6M2022 results. The Group is in the process of preparing and finalising its 6M2022 financial results. In the meantime, the Board of Directors wishes to advise shareholders and investors to exercise caution when dealing in the shares of the Company. Persons who are in doubt as to the action they should take should consult their stockbrokers, bank managers, solicitors, accountants or other professional advisers.

By Order of the Board
G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED

Guo Jingyu
Executive Chairman and Group CEO
8 August 2022

<p>DBS Bank Ltd. and UOB Kay Hian Private Limited are the joint issue managers and global coordinators (the "Joint Issue Managers and Global Coordinators") for the initial public offering of shares in, and listing of, G.H.Y Culture & Media Holding Co., Limited on the Main Board of the Singapore Exchange Securities Trading Limited. The Joint Issue Managers and Global Coordinators assume no responsibility for the contents of this announcement.</p>
--