

**G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED**  
(Company Registration No. 337751)  
(Incorporated in the Cayman Islands on 29 May 2018)

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**ENTRY INTO JOINT PRODUCTION AGREEMENT WITH IQIYI FOR  
"BEAUTIFUL FAIRYTALE 烟雨神游记"**

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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 announce that Beijing Changxin Film & Media Co., Ltd (北京长信影视传媒有限公司), an indirect associated company of the Company, has entered into a joint production agreement with Beijing iQIYI Technology Co., Ltd. (北京爱奇艺科技有限公司) ("**iQIYI**") (the "**Joint Production Agreement**").

Pursuant to the Joint Production Agreement, the parties have agreed to jointly produce a new drama series titled "Beautiful Fairytale 烟雨神游记" based on a Chinese classical mythology theme. Filming has commenced recently and is tentatively scheduled for completion by June 2026.

Building on the success and popularity of the Group's "Strange Tales of Tang Dynasty 唐朝诡事录" drama series, this new drama series aligns with the Group's strategy to strengthen its content offering within the Chinese fantasy drama genre.

The continued collaboration with iQIYI, one of Asia's leading online video platforms, underscores the Group's commitment to strategic collaborations that strengthen its market presence and advance its growth objectives. Such production is expected to leverage on iQIYI's extensive distribution network and marketing capabilities to drive wider market penetration and increase viewership of the new drama series. The collaboration also reflects the strength of the Group's business relationships and partnerships within the media and entertainment ecosystem, which is instrumental to the expansion of its business and the execution of its long-term growth plans.

The Joint Production Agreement is not expected to have any material impact on the earnings per share or net tangible assets per share of the Company for the financial year ending 31 December 2025. The Company will make further announcements to keep shareholders informed of the business updates of the Group, as appropriate or when there are material updates or developments.

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect, other than through their respective shareholding interests in the Company, in the Joint Production Agreement.

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

Guo Jingyu  
Executive Chairman and Executive Director  
1 December 2025