

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

PROVISION OF COSTUME AND MAKE-UP SERVICES FOR BEIJING 2022 WINTER OLYMPICS

<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>
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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., Limited (北京长信影视传媒有限公司) ("**Beijing Changxin**"), an associated company of the Company¹, has entered into agreements (the "**Agreements**") for the provision of costume and make-up services by the Group for the performers participating in the Beijing 2022 Winter Olympics opening ceremony, including the rehearsals, the pre-shows and the actual event.

The Group provides costumes, props and make-up services for artistes and third-party production companies for their drama and film production activities. The Group has an exclusive collaboration with award-winning costumes and props designer, Mr Chen Minzheng (陳敏正) to design and create costumes and props for the Group's own drama and film projects, as well as for third party production companies. Mr Chen Minzheng is a well-known designer for costumes, props and make-up in the People's Republic of China who has won, among others, the Golden Horse Award for Best Make-up & Costume Design in 2018 and the Asian Film Award for Best Costume Design in 2019. The engagement of the Group to provide costumes and make-up services for the Beijing 2022 Winter Olympics opening ceremony is a testament to his expertise and specialisation in the design of costumes and props, as well as the quality and appeal of the costumes, props and make-up of the Group's drama and film productions.

The Agreements are not expected to have any material impact on the earnings per share or net tangible assets per share of the Group for the financial year ending 31 December 2022. The Company will make further announcements as and when appropriate or when there are material updates or developments to keep shareholders informed on the business updates of the Group.

None of the Directors or controlling shareholders of the Company have any interest, direct or indirect, other than through their respective shareholding interests in the Company, in the Agreements.

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

Guo Jingyu
Executive Chairman and Group CEO
18 February 2022

¹ For completeness, contractual arrangements have been entered into between Beijing Changxin and the Company (through its indirect wholly-owned subsidiary) pursuant to which the Group is conferred operational control and economic rights over Beijing Changxin. Therefore, the Company regards Beijing Changxin as a controlled structured entity and consolidates the financial positions and results of operations of Beijing Changxin in the financial statements of the Group.