

Media Release

GHY chosen for Beijing 2022 Winter Olympics opening ceremony to design performance costumes and provide make-up services

Singapore, 18 February 2022 – Beijing Changxin Film & Media Co., Limited (北京长信影视传媒有限公司) ("**Beijing Changxin**"), an associated company of **G.H.Y Culture & Media Holding Co., Limited** ("**GHY**", and together with its subsidiaries and associated companies, the "**Group**"), a leading player in the media and entertainment industry, has entered into 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.

Mr. Guo Jingyu (郭靖宇), Executive Chairman and Group CEO, said, "GHY is deeply honoured to be appointed by the organisers of the Beijing 2022 Winter Olympics and to have contributed to the success of the opening ceremony. The appointment is a strong endorsement of the capabilities of the Group's fast-growing Costumes, Props and Make-up Services team, led by award-winning designer Mr. Chen Minzheng (陈敏正). We look forward to continue working with Mr. Chen exclusively to expand this business segment, and to driving synergistic value by extracting capabilities across the end-to-end production value chain."

Mr. Chen Minzheng is a well-known designer for costumes and props 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. Beijing is the only city to host both the Summer and Winter Olympic Games and Mr. Chen is the only veteran designer to have worked on both Olympic Games, having also designed costumes in the 2008 Beijing Olympic Games. The Group has an exclusive collaboration with Mr. Chen to design and create costumes and props for the Group's own drama and film projects, as well as for third-party production companies.

To usher in the Year of the Tiger, Mr. Chen wove a variety of traditional handicrafts and folk arts into the Beijing Olympic Games' costume designs. In particular, the tiger, snow and Lunar New Year-themed patterns on various costumes were inspired by the traditional paper-cutting art (jianzhi "剪纸"). The exquisite and meticulous craftsmanship of the costumes is the result of Mr. Chen's years of experience and mastery, and a testament to the quality and appeal of the costumes, props and make-up of the Group's drama and film productions.

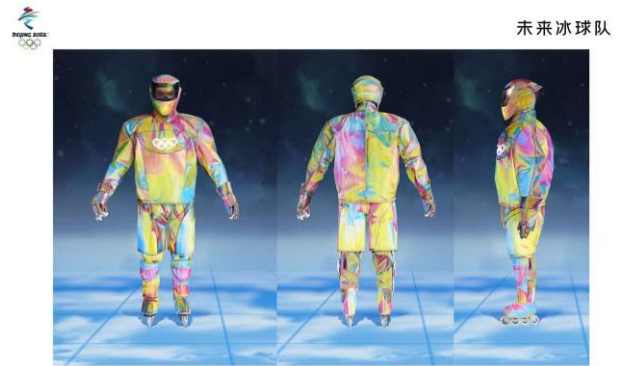
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Apart from the two growth engines in the TV Program and Film Production and Concert Production business segments, GHY also has supplementary business segments of providing Costumes, Props and Make-up Services and Talent Management Services. There was an increase of approximately S\$2.7 million in revenue contribution from the Group's Others business segment, which mainly comprises the Talent Management Services and Costumes, Props and Make-up Services, from S\$0.5 million for the first half of financial year ended 31 December 2020 to \$3.2 million for the first half of financial year ended 31 December 2021.



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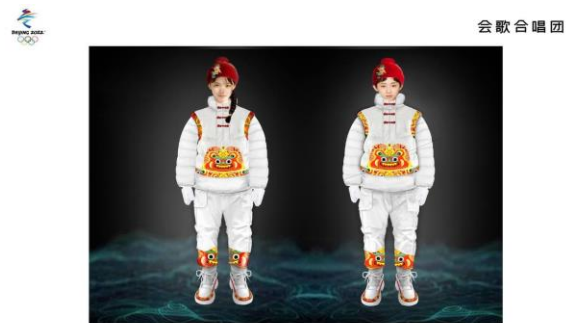
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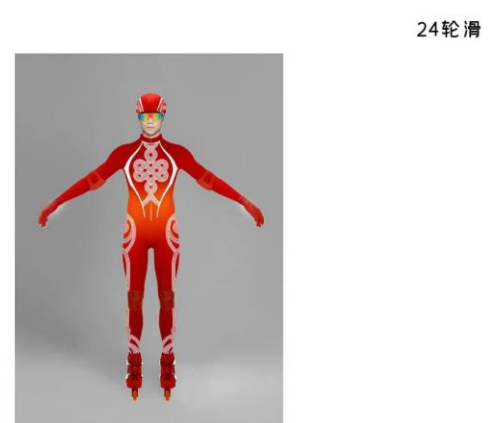
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G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED
(Incorporated in the Cayman Islands on 29 May 2018)
(Company Registration No: 337751)

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About G.H.Y Culture & Media Holding Co. Ltd.

About G.H.Y Culture & Media Holding Co. Ltd. G.H.Y Culture & Media Holding Co., Limited (“**GHY**” or the “**Group**”) is an entertainment business that focuses on the production and promotion of dramas, films and concerts in the Asia-Pacific region. GHY has produced several dramas and films in the People’s Republic of China, Singapore and Malaysia that have been broadcasted and/or distributed on major TV networks and leading video streaming platforms in the People’s Republic of China. The Group has also undertaken the production of concerts for well-known international artistes in Singapore, with upcoming concerts to be held in Malaysia and Australia.

GHY has strong in-house production teams, with scriptwriters, directors and producers who have been involved in various notable dramas and films. The production teams have consistently produced quality dramas and films and the Group also possesses expertise and capabilities across the business value chain.

Currently headquartered in Singapore and the People’s Republic of China with over 170 employees, the Group also engages in concert production, talent management services, and costumes, props and make-up services.

GHY is listed on the Mainboard of the Singapore Exchange (SGX: XJB; Bloomberg: GHY:SP).

For more information, please visit <https://ghyculturemedia.com/>