

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

**JAY CHOU'S CARNIVAL WORLD TOUR — ENTRY INTO NEW SURE LEGEND CONCERT
AGREEMENT IN RESPECT OF THE JAY CHOU BANGKOK CONCERTS**

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**") refers to the announcements made by the Company on 2 October 2023 in relation to the Jay Chou's Carnival World Tour to be held in Bangkok (the "**2 Oct Announcement**") and the announcement made by the Company on 30 October 2023 in relation to, *inter alia*, Master Sure Legend Concert Agreement (the "**30 Oct Announcement**").

Unless otherwise defined, all capitalised terms used herein shall bear the same meanings ascribed to them in the foregoing announcements.

As mentioned in the 30 Oct Announcement, the Company expects to enter into the New Sure Legend Concert Agreements in due course in relation to the Upcoming Concerts, namely, the Jay Chou's Carnival World Tour Concerts in Thailand (Bangkok) in 2023 and in Japan (Yokohama) and Australia (Sydney and Melbourne) in 2024. The Board wishes to update Shareholders that a New Sure Legend Concert Agreement¹ has been entered into between the Group and Sure Legend International Limited for the grant of the right by Sure Legend to the Group to organise the Jay Chou Bangkok Concerts.

In addition, the Board is pleased to update the Shareholders that an additional concert date has also been added where the Jay Chou Bangkok Concerts are now scheduled to be held over the course of 2 days, on 8 and 9 December 2023, at Rajamangala National Stadium, Bangkok, Thailand.

Jay Chou (周杰伦) is a popular and well-known Chinese singer-songwriter who has released numerous chart-topping albums and singles throughout his career. He has also received numerous awards and accolades, including Golden Melody Awards and World Music Awards. Jay Chou's Carnival World Tour celebrates his achievements in the music industry over the past 23 years, and the Group strives to provide fans with a visually energising representation of his much-loved songs during his return to the live stage in Bangkok, Thailand.

Sure Legend International Limited is 45% owned by Mr. Yang Jun Rong, a Non-Executive Director of the Company, who is also the manager of Jay Chou.

The Jay Chou Bangkok Concerts are 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 2023. The Company will make further announcements to keep shareholders informed of the business updates of the Group, including the entry into the New Sure Legend Concert Agreements, as appropriate or when there are material updates or developments.

¹ At the annual general meeting of the Company held on 27 April 2023, the renewal of the shareholders' general mandate for interested person transactions was approved by ordinary resolution. The Mandated Transactions under the IPT Mandate (each as defined in the FY2022 Annual Report issued by the Company on 12 April 2023) include the grant of rights by Sure Legend International Limited to the Group to undertake the production of concerts for artistes managed by Sure Legend International Limited.

Save as disclosed above, none of the directors or controlling shareholders of the Company has any interest, direct or indirect, other than through their respective shareholding interest in the Company, in the Jay Chou Bangkok Concerts.

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

Guo Jingyu
Executive Chairman and Group CEO
17 November 2023