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

ACADEMIC COLLABORATION WITH CURTIN UNIVERSITY

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.

The Board of Directors ("**Board**") of G.H.Y Culture & Media Holding Co., Limited ("**Company**" and together with its subsidiaries and associated companies, "**GHY**" or "**Group**") wishes to announce that G.H.Y Culture & Media (Singapore) Pte. Ltd., a subsidiary of the Company, has entered into a non-binding memorandum of understanding ("**MOU**") with Curtin University ("**Curtin**") for an academic collaboration in higher education programs in Asia related to media and film studies. Curtin University is an innovative, global university known for its high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.[1] Curtin University is one of the top universities worldwide[2] and it has campuses in Western Australia, Singapore, Malaysia, Dubai and Mauritius.[3]

Pursuant to the MOU, the parties agreed to (i) discuss opportunities for education-industry collaboration and work-integrated learning programs, (ii) explore development of a global major and cross-campus industry-integrated learning programs, (iii) exchange information relating to activities in fields of mutual interest and (iv) provide the students of Curtin with mobility opportunities. The MOU is for a term of five (5) years and may be extended for a further period by mutual agreement in writing of the parties.

As part of the Group's business strategies and future plans, the Group has been nurturing future talents in Asia by supporting such initiatives and encouraging them to develop and hone their directing, scriptwriting and producing skills, among others. The Board is of the view that the academic collaboration with Curtin will benefit the Group's businesses, as the Group can seek to leverage on the academic collaboration to bolster the future talent pool in Asia which may bring about opportunities for such talents to collaborate with the Group in terms of drama, film, concert production and digital media industry and/or to join the Group in the future.

The MOU is not expected to have any material impact on the earnings per share or the net tangible assets per share of the Group for the financial year ending 31 December 2022. 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 in relation to the activities or projects contemplated under the MOU. In the meantime, shareholders of the Company are reminded that there is no certainty that the Group will enter into definitive agreement(s) for definitive academic programs in connection with such activities or projects and are advised to exercise caution in trading their shares.

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[1] https://curtin.edu.sg/curtin-university/
[2] https://www.curtin.edu.au/about/reputation-rankings/
[3] https://www.curtin.edu.au/about/campus-locations/

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 MOU.

BY ORDER OF THE BOARD
G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED

Guo Jingyu
Executive Chairman and Group CEO
8 December 2022