

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

CO-PRODUCTION AGREEMENT WITH IQIYI

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 Tianjin Changxin Film & Media Co., Ltd. (天津长信影视传媒有限公司), an indirect associated company of the Company, has entered into a co-production agreement ("**Co-Production Agreement**") with iQIYI Inc. (北京爱奇艺科技有限公司) ("**iQIYI**"), a company listed on NASDAQ Global Select Market.

Pursuant to the Co-Production Agreement, the parties have agreed to co-produce a web drama series titled "Strange Tales of Tang Dynasty 3: Chang'an 唐朝诡事录之长安", scheduled to start filming in October 2024 and tentatively slated for completion and handover in 2025.

The Strange Tales of Tang Dynasty 3: Chang'an is a sequel to the two web drama series which were also co-produced with iQIYI namely, "Strange Tales of Tang Dynasty 唐朝诡事录" and "Strange Tales of Tang Dynasty 2: To the West 唐朝诡事录之西行" that were broadcasted in 2022 and 2024 respectively. "Strange Tales of Tang Dynasty 唐朝诡事录" was rated as one of the most watched mystery action period drama series in 2022. "Strange Tales of Tang Dynasty 2: To the West 唐朝诡事录之西行" has achieved strong ratings and reviews since its debut broadcast in July 2024 on iQIYI.

To maximise the potential and economic value of its intellectual property ("**IP**") portfolio, GHY has developed an "IP Franchise" business strategy as the future roadmap for the Group's drama and film production business activities. The "IP Franchise" business strategy aims to create innovative content whilst retaining continuity, in order to make each production a recognisable part of a coherent franchise. Encouraged by the success and popularity of these drama series under "Strange Tales of Tang Dynasty 唐朝诡事录", GHY has, with this third sequel, intended to continue building on the supernatural genre as part of this business strategy.

The Company believes that the co-production and distribution of this drama series on iQIYI's video streaming platform is a testament to the strong partnership between GHY and iQIYI, and the strong network of business relationships and partnerships that the Group has established with key industry players in the media and entertainment industry, which the Company believes is crucial to the expansion of the Group's business and the execution of its long-term growth plans.

The Co-Production Agreement is expected to contribute positively to the Group's revenue performance. 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 Co-Production Agreement.

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

Guo Jingyu
Executive Chairman and Group CEO
22 October 2024