

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

**INVESTMENT INTO JAY CHOU'S CARNIVAL WORLD TOUR CONCERTS
HELD IN TAIYUAN AND HOHHOT IN THE PEOPLE'S REPUBLIC OF CHINA**

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., Ltd (北京长信影视传媒有限公司) ("**Beijing Changxin**"), an indirect associated company of the Company, has entered into two cooperation agreements ("**Cooperation Agreements**") with Shanxi Xingtai Film, Culture & Entertainment Co., Ltd.¹ (山西星台光影文化传媒有限公司) ("**Shanxi Xingtai**").

Pursuant to the Cooperation Agreements, Beijing Changxin had invested in a series of Jay Chou's Carnival World Tour concerts that were held in the city of Hohhot in the People's Republic of China ("**PRC**") from 17 August 2023 to 20 August 2023 (周杰伦"嘉年华"演唱会呼和浩特站) and that are to be held in the city of Taiyuan in the PRC from 21 September 2023 to 24 September 2023 (周杰伦"嘉年华"世界巡回演唱会太原站). Beijing Changxin was involved in the production of these concerts and was also named as an organiser.

The Group's involvement in these concerts is part of its Concert Production business by way of concert management, where the Group's PRC concert production team collaborates with Shanxi Xingtai in the concert production process, undertakes liaison work with the artiste and his management team, and provides marketing, publicity, and other logistical services for these concerts. The entry into the Cooperation Agreements and the Group's involvement in these concerts are part of the Group's plan to ramp up its concert productions in Asia, particularly as the Group anticipates a strong rebound of the live performance market in the PRC after being largely dormant for nearly three years due to the COVID pandemic.

GHY has the rights to undertake the production of concerts for Jay Chou in Singapore, Malaysia, Australia, Thailand, Japan and the PRC (excluding Hong Kong and Macau) either on a long-term basis or without any expiry in time.

The Cooperation Agreements 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, as appropriate or when there are material updates or developments.

¹ Certain Chinese names and characters, such as those of entities have been translated into English or from English names and characters, solely for your convenience, and such translations should not be construed as representations that the English names actually represent Chinese names and characters or that the Chinese names actually represent the English names and characters.

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 Cooperation Agreements.

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

Guo Jingyu
Executive Chairman and Group CEO
11 September 2023