

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

**JOINT PRODUCTION AND PRODUCTION COOPERATION WITH
ALIBABA'S SUBSIDIARY, YOUKU, ONE OF CHINA'S
LEADING VIDEO STREAMING PLATFORMS**

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 Beijing Changxin Film & Media Co., Ltd. (北京长信影视传媒有限公司), an indirect associated company of the Company, has entered into joint production and production cooperation ("**Joint Production Agreement**") with Youku Information Technology (Beijing) Co., Ltd. (优酷信息技术北京有限公司) ("**Youku**") a subsidiary of Alibaba Group Holding Limited ("**Alibaba**") (NYSE: BABA). Alibaba is listed on the New York Stock Exchange and Hong Kong Stock Exchange.

Pursuant to the Joint Production Agreement, the parties have agreed to jointly produce a drama series titled "My Destiny 我和我的命", scheduled to start filming in November 2024 and tentatively slated for completion of filming in the second half of 2025.

Underpinned by our in-house scriptwriting team and end-to-end production capabilities, GHY has built up a strong track record of commercial success with selected dramas and films produced by our Group, garnering positive reception and high viewership ratings, particularly in the PRC.

The Joint Production Agreement for "My Destiny 我和我的命" follows on the heels of the Group's recent announcement of a co-production with iQIYI Inc. (北京爱奇艺科技有限公司) to co-produce a web drama series titled "Strange Tales of Tang Dynasty 3: Chang'an 唐朝诡事录之长安", which is a sequel to the drama of "Strange Tales of Tang Dynasty 唐朝诡事录" which have achieved strong ratings and reviews since their broadcast on iQIYI Inc.

The Company is of the view that with capabilities to produce high-quality and well-received dramas and films, the joint production and distribution of this drama series is another testament to the strong partnerships and 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 would be crucial to the expansion of the Group's business and the execution of its long-term growth plans.

The Joint 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 Joint Production Agreement.

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

Guo Jingyu
Executive Chairman and Group CEO
24 October 2024