G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED

(Company Registration No. 337751) (Incorporated in the Cayman Islands on 29 May 2018)

DEMISE OF INDEPENDENT DIRECTOR

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 (the "Board") of G.H.Y Culture & Media Holding Co., Limited (the "Company") announces with great sadness that the Board was today informed of the passing of Mr Sng Peng Chye, Independent Director of the Company, on 15 August 2021.

On behalf of all management and staff of the Company, the Board of Directors expresses its deepest sorrow over the demise of Mr Sng Peng Chye and conveys its condolences to his family. The Board also expresses its gratitude and appreciation for Mr Sng's invaluable contributions to the Company during his tenure as Independent Director of the Company.

The detailed template announcement of the cessation of Mr Sng Peng Chye as Independent Director as required under Rule 704(7) of the Listing Manual of the Singapore Exchange Securities Trading Limited will be released separately later today.

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

Guo Jingyu Executive Chairman and Group CEO 16 August 2021