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

Media Release

GHY Posts Revenue of RMB162.0 Million in 6M2026; Strengthening AI Capabilities to Drive Innovation and Long-Term Competitive Advantage in the Media and Entertainment Industry

- The Group's TV Program and Film Production business segment remained its core revenue contributor in 6M2026, generating RMB158.8 million from two drama series titled "Beautiful Fairytale 烟雨神游记" and "The Red Cradle 马背摇篮", as well as a TV show titled "Reviving Youth 重走青春路" as compared to RMB174.5 million in 6M2025.

- The Group's gross profit decreased to RMB6.9 million in 6M2026 (6M2025: RMB42.4 million), primarily due to lower revenue and lower gross profit margin of 4.3% (6M2025: 23.6%) from its TV Program and Film Production business.

- Balance sheet remained healthy with net assets of RMB472.0 million and net working capital of RMB358.0 million as at 30 June 2026.

- Net asset value per share stood at RMB44.79 cents as at 30 June 2026 (31 December 2025: RMB49.20 cents).

- Strengthening AI capabilities to accelerate the Group's transition towards a more scalable and monetisable intellectual property ("IP") driven business model, enabling the development of proprietary content franchises that can be extended across diverse formats and distribution platforms while leveraging synergies with the Group's education business.

Singapore, 7 August 2026 – G.H.Y Culture & Media Holding Co., Limited ("**GHY**", and together with its subsidiaries and its PRC Affiliated Entities[1], the "**Group**"), a leading player in the media and entertainment industry, has announced its unaudited financial results for the six months ended 30 June 2026 ("**6M2026**").

Key Financial Highlights

RMB million	6M2025	6M2026	Change (%)
Revenue	179.8	162.0	(10)
Gross profit	42.4	6.9	(84)
Loss after tax for the period	(5.2)	(31.4)	504
Net Asset Value per share (RMB cents)	49.20	44.79	(10)

Commenting on GHY's 6M2026 results, Mr. Guo Jingyu (郭靖宇), Executive Chairman and Group CEO, said, "The media and entertainment industry is undergoing a profound transformation driven by artificial intelligence, and we believe it is essential to position the Group at the forefront of this evolution. While our investments in AI capabilities, talent and technology have resulted in higher upfront costs that temporarily impacted our financial performance, these are strategic investments designed to strengthen our long-term competitiveness.

[1] Entities which the Group is conferred operational control and economic rights over, and the Group is able to exercise control over the business operations of such entities and enjoy substantially all the economic rights arising from the business of such entities. The Group regards each PRC Affiliated Entity as a controlled structured entity and consolidates the financial positions and results of operations of the PRC Affiliated Entities in the financial statements of the Group.

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By embedding AI across both our production workflows and original content creation, we are building a more scalable, efficient and IP-driven business model that will unlock new growth opportunities and create sustainable long-term value for our shareholders."

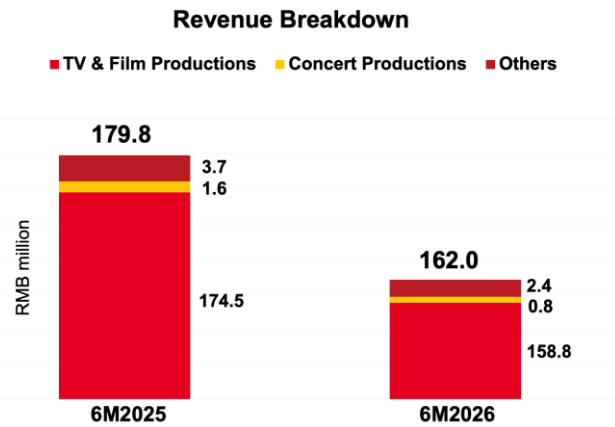
The Group's TV Program and Film Production business segment remained its core revenue contributor in 6M2026: To better monetise its growing portfolio of successful IP drama series, the Group has strategically recalibrated its business model towards profit-sharing arrangements. While this approach may result in lower upfront revenue recognition and gross profit margins for its IP drama productions, it enhances the Group's ability to participate in the long-term commercial success of its IP drama series, offering greater earnings potential.

Revenue dipped 10% to approximately RMB162.0 million in 6M2026 (6M2025: RMB179.8 million), of which the Group's TV Program and Film Production, Concert Productions, and Others business segments contributed approximately RMB158.8 million, RMB0.8 million, and RMB2.4 million, respectively.

Under its TV Program and Film Production business segment, revenue decreased approximately RMB15.7 million from RMB174.5 million in 6M2025 to RMB158.8 million in 6M2026 with revenue contribution mainly from the drama series titled "Beautiful Fairytale 烟雨神游记" and "The Red Cradle 马背摇篮", as well as a TV show titled "Reviving Youth 重走青春路".

The Group's Others business segment, mainly comprising Talent Management Services, Costumes, Props and Make-up Services, Musical Play and Education, contributed revenue of RMB2.4 million in 6M2026 (6M2025: RMB3.7 million). The decrease mainly due of RMB1.3 million was mainly due to a reduction in talent management services and lower education service income.

The Group's Concert Production business segment undertook fewer concert productions during 6M2026 and as a result, revenue contribution from this business segment decreased by approximately RMB0.8 million to RMB0.8 million in 6M2026 (6M2025: RMB1.6 million).



Lower gross profit in 6M2026 mainly due to lower revenue and lower gross profit margin from its TV Program and Film Production business segment: With the strategic recalibration of its business model for its IP drama series as highlighted above, the Group's gross profit decreased by approximately RMB35.5 million from RMB42.4 million in 6M2025 to RMB6.9 million in 6M2026, with gross profit margin decreasing from 23.6% in 6M2025 to 4.3% in 6M2026.

Gross profit contribution from its Others business segment amounted to approximately RMB0.8 million in 6M2026, mainly due to revenue recognised from its subsidiary that provides education service.

Increased operating costs further impacted profitability in 6M2026: The Group's other income remained stable at approximately RMB10.3 million in 6M2026 (6M2025: RMB10.4 million), which was mainly due to increased foreign exchange gain in 6M2026.

The Group's two key cost components of administrative expenses and selling and distribution expenses increased to RMB27.6 million (6M2025: RMB25.5 million) and RMB19.1 million (6M2025: RMB13.6 million) respectively in 6M2026. The increase in administrative expenses was mainly due to increased depreciation and amortisation expenses for addition of right-of-use assets and increased rental expenses due to shorter lease terms, while the increase in selling and distribution expenses was mainly due to increased expenses related to promotion and advertising activities for recent drama productions and increased rental expenses that were primarily attributable to changes in lease terms and the corresponding revision in rental expense.

Overall, the Group's financial performance was affected, resulting in a net loss of RMB31.4 million in 6M2026 (6M2025: RMB5.2 million).

Healthy balance sheet with net assets of RMB472.0 million and net working capital of RMB358.0 million as at 30 June 2026: Total assets stood at RMB780.0 million as at 30 June 2026, comprising current assets of RMB640.0 million and non-current assets of RMB139.9 million.

For current assets as at 30 June 2026, the key components are trade receivables of RMB155.3 million, films and drama productions in progress of RMB139.3 million, cash at bank and restricted bank deposits of RMB117.3 million, other receivables of RMB109.9 million and contract assets of RMB109.7 million.

For non-current assets as at 30 June 2026, the key components are deferred tax assets of RMB52.7 million, intangible assets of RMB31.2 million, right-of-use assets of RMB29.6 million, goodwill of RMB14.7 million, and plant and equipment of RMB6.6 million.

As at 30 June 2026, total liabilities stood at RMB307.9 million, comprising current liabilities of RMB282.0 million and non-current liabilities of RMB25.9 million.

For current liabilities as at 30 June 2026, the key components are trade and other payables of RMB110.9 million, borrowings of RMB126.8 million, contract liabilities of RMB21.2 million and investment funds from investors of RMB13.3 million.

For non-current liabilities as at 30 June 2026, the key component is lease liabilities of RMB24.7 million that arises from newly added right-of-use assets.

The Group's net asset value per share stood at RMB44.79 cents as at 30 June 2026 (31 December 2025: RMB49.20 cents).

Strengthening AI capabilities to accelerate the Group's transition towards a more scalable and monetisable intellectual property ("IP") driven business model: The Group continues to strengthen its position as an integrated media and entertainment company by expanding its portfolio of original content, proprietary IP, and AI-enabled production capabilities.

A key pillar of the Group's long-term strategy is the development of proprietary IP franchises. Building on the success of Strange Tales of Tang Dynasty (唐朝詭事録) and The Ferryman (灵魂摆渡), the Group plans to expand its IP portfolio with Beautiful Fairytale (烟雨神游记).

By extending its IP across theatrical releases, streaming platforms, licensing, advertising and complementary initiatives such as film tourism, the Group aims to maximise the commercial value and lifecycle of each franchise while diversifying its revenue streams.

Recognising the transformative impact of artificial intelligence on the media industry, the Group has established two dedicated AI teams to accelerate innovation and strengthen its long-term competitive advantage. The first team focuses on integrating AI across existing production workflows to enhance productivity, shorten production timelines and improve operational efficiency through AI-assisted editing, post-production and content enhancement. The second team is dedicated to developing original AI-generated content, leveraging generative AI to produce dramas without conventional filming, physical sets or live actors. Together, these initiatives position the Group at the forefront of AI-enabled content creation while creating new opportunities for revenue growth and cost optimisation.

Backed by an experienced team of scriptwriters and fully integrated production capabilities, the Group continues to build a strong pipeline of high-quality dramas and films. With growing demand for digital entertainment, the Group has also identified short-form dramas, microdrama and AI-generated drama market as attractive growth segments, enabling it to broaden its content offerings and capture emerging market opportunities.

The Group's growth ambitions are supported by its long-standing relationships with leading industry participants across the media and entertainment ecosystem. Looking ahead, the Group will continue to invest in original content, expand its portfolio of proprietary IP franchises, strengthen AI capabilities, improve operational efficiency and pursue new monetisation opportunities across traditional and emerging content formats.

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This press release should be read in conjunction with the announcements uploaded on SGXNet on **7 August 2026.**

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About G.H.Y Culture & Media Holding Co., Limited (SGX: XJB; Bloomberg: GHY:SP)

Listed on the Mainboard of the Singapore Exchange, G.H.Y Culture & Media Holding Co., Limited is a leading player within Asia's media and entertainment industry. GHY has produced several dramas and films in the People's Republic of China (the "**PRC**"), Singapore, and Malaysia that have been broadcast and/or distributed on major TV networks and leading video streaming platforms in the PRC. The Group has also undertaken the production of concerts for well-known international artists in Asia.

GHY has strong in-house production teams, with scriptwriters, directors, and producers who have been involved in various notable dramas and films. The production teams have consistently produced quality dramas and films, and the Group also possesses expertise and capabilities across the business value chain.

Currently headquartered in Singapore and the PRC, the Group also engages in musical plays, talent management services, and costumes, props and make-up services. The Group's subsidiary, Singapore-based Asian Screen Institute, a private education institution, specialises in film, music, and design education programs.

For more information, please visit https://ghyculturemedia.com/