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

INCORPORATION OF A JOINT VENTURE COMPANY 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, the "**Group**") wishes to announce that its indirect associated company, Tianjin Changxin Film & Media Co., Ltd (天津长信影视传媒有限公司) ("**Tianjin Changxin**") has incorporated a joint venture company, Suzhou Bailu Qingya Culture & Media Co., Ltd. (苏州白鹿青崖文化传媒有限公司) ("**Suzhou Bailu Qingya**") on 9 July 2025 in the People's Republic of China ("**PRC**").

The equity interest of Suzhou Bailu Qingya is held as follows:

Shareholder	**Equity Interest (%)**
Tianjin Changxin	40%
Kunshan Zhouzhuang Investment Development Group Co., Ltd. (昆山市周庄投资发展集团有限公司)	60%

Suzhou Bailu Qingya has a registered capital of RMB 8 million and its principal business activities comprise the creation and development of intellectual property assets through scriptwriting, with a focus on Zhouzhuang, a water township known for its canals in Jiangsu province, PRC, as well as television and film operations.

The incorporation of Suzhou Bailu Qingya was funded through internal resources and is presently not expected to have any material impact on the earnings per share or net tangible assets per share of the Group for the financial year ending 31 December 2025.

None of the Directors or controlling shareholders of the Company has any interest, direct or indirect, in the incorporation of Suzhou Bailu Qingya, other than through their respective shareholding interests in the Company.

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

Guo Jingyu
Executive Chairman and Group CEO
28 July 2025