

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

---

**ENTRY INTO JOINT PRODUCTION AGREEMENTS WITH IQIYI FOR "STRANGE LEGEND OF TANG DYNASTY 唐诡奇谭" AND "THE FERRY MAN: 10TH ANNIVERSARY 灵魂摆渡·十年"**

---

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, "**GHY**" or "**Group**") wishes to announce that each of Tianjin Changxin Film & Media Co. Ltd. (天津长信影视传媒有限公司) and Beijing Changxin Film & Media Co., Ltd (北京长信影视传媒有限公司), being indirect associated companies of the Company, has separately entered into a joint production agreement with Beijing iQIYI Technology Co., Ltd. (北京爱奇艺科技有限公司) ("**iQIYI**") (collectively, the "**Joint Production Agreements**").

Pursuant to the Joint Production Agreements, the parties have agreed to jointly produce two short-form dramas titled "Strange Legend of Tang Dynasty 唐诡奇谭" and "The Ferry Man: 10th anniversary 灵魂摆渡·十年", which have completed filming and are currently in post-production.

With the growing demand for high-quality online entertainment content, the Group has identified the production of these short-form dramas as a strategic opportunity to expand its entertainment offerings and revenue streams, and to capture the growing market for short-form dramas. The collaboration with iQIYI, which operates an online video platform, aligns with the Group's business strategies and growth plans to create more monetisation opportunities and to further diversify its portfolio of entertainment products and distribution channels.

Such productions are expected to leverage iQIYI's extensive distribution network and marketing capabilities, thereby enhancing the visibility and reach of the Group's short-form dramas. They are also a testament to the strong network of business relationships and partnerships that the Group has established with key industry players in the media and entertainment ecosystem, which the Company believes is crucial to the expansion of the Group's business and the execution of its long-term growth plans.

The Joint Production 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 2025.

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 Agreements.

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

Guo Jingyu  
Executive Chairman and Executive Director  
21 July 2025