

**COLLABORATION WITH AL NASSR CLUB COMPANY TO ORGANISE
THE "CHINA TOURNAMENT JANUARY 2024" SOCCER TOURNAMENT**

1. Collaboration Agreement

- 1.1 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, the "**Group**") wishes to announce that G.Yue Culture & Media Limited ("**G.Yue Culture & Media**"), a subsidiary of the Company, has, on 7 November 2023, received the fully executed collaboration agreement (the "**Collaboration Agreement**") with Al Nassr Club Company ("**Al Nassr**").
- 1.2 The parties will collaborate to organise a soccer tournament titled "China Tournament January 2024", which will take place between 21 January 2024 and 29 January 2024. The soccer tournament will be held in at least two cities (to be chosen from Shenzhen, Xiamen or Haikou in the People's Republic of China ("**China**") or in Hong Kong), whereupon two friendly matches will be held between Al Nassr and other teams to be designated by G.Yue Culture & Media.
- 1.3 Al Nassr Football Club is a Saudi Arabian professional club based in Riyadh, Saudi Arabia. Cristiano Ronaldo is a registered first team player of Al Nassr in the 2023 – 2024 season, and is expected to play during the China Tournament January 2024.
- 1.4 Pursuant to the Collaboration Agreement, G.Yue Culture & Media will be entitled to organiser rights on an exclusive basis, being any and all rights regarding sponsorship, licensing, broadcasting, ticketing, advertisement, endorsement, certification operation, promotion and any other rights related to the soccer tournament, and such rights will be sub-licensable to any third party with the approval of Al Nassr.
- 1.5 The collaboration fee payable by the Group to Al Nassr in respect of the Collaboration Agreement is USD 10 million.
- 1.6 The Company notes that the undertaking of the Collaboration Agreement and thereunder, the China Tournament January 2024, is viewed as part of the ordinary course of business of the Company and does not change the Group's risk profile and accordingly, Chapter 10 of the Listing Manual of the Singapore Exchange Securities Trading Limited is not applicable to the Collaboration Agreement. In assessing the foregoing, the Board considered that the requirements and methods in organising soccer matches and/or tournaments would be the same or substantially the same as the requirements and methods in organising or undertaking concert production, which is an existing business segment of the Group, given that both the organising of the soccer tournament under the Collaboration Agreement, and the organising of concert essentially relate to the organising of leisure events and the Group would therefore involve the same or substantially the same operational methods that it already has in existence by way of its concert production business to organise the soccer matches, such as ticketing, online sales, marketing, seat mapping, logistical handling, amongst others. In addition, the territory(ies) in which the soccer matches are contemplated

to be held under the China Tournament January 2024 are within such geographical locations in which the Group currently operates.

2. Others

- 2.1 Given the nature of the Collaboration Agreement as described above, the entry into the Collaboration Agreement would not have any effect on the net tangible assets of the Company for the financial year ending 31 December 2023 and the illustration of any effect on the earnings per share of the Company for the financial year ending 31 December 2023 is not applicable. 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.
- 2.2 The party to the Collaboration Agreement is an independent third party. None of the directors or controlling shareholders of the Company has any interest, direct or indirect, other than through their respective shareholding interest in the Company, in the Collaboration Agreement.

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

Guo Jingyu
Executive Chairman and Group CEO
8 November 2023