

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

PRODUCTION COLLABORATION AGREEMENT WITH DOUYIN

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 ("**Board**") of G.H.Y Culture & Media Holding Co., Limited ("**Company**" and together with its subsidiaries and associated companies, "**GHY**" or "**Group**") wishes to announce that Tianjin Changxin Film & Media Co., Ltd. (天津长信影视传媒有限公司), an indirect associated company of the Company, has entered into a production collaboration agreement ("**Collaboration Agreement**") with Beijing Zitiao Network Technology Co., Ltd. (北京字跳网络技术有限公司), which is part of the ByteDance group which operates Douyin (抖音) (the Chinese version of TikTok), a short-form video platform ("**Douyin**").

Pursuant to the Collaboration Agreement, the parties agreed to collaborate to produce an online short drama series titled "Goddess Hotel 女神酒店", which was released on Douyin on 5 July 2022. "Goddess Hotel 女神酒店" is an online short drama series with 15 episodes and each episode will be approximately 4 minutes long.

With the growing popularity of short-form videos and the popularity of Douyin in the People's Republic of China, GHY has identified the short-form video market as one of its new growth adjacencies. The co-production of this online short drama series is part of the Group's business strategies and growth plans to create more monetisation opportunities, and to further diversify its portfolio of entertainment products and its distribution channels. Riding on the high viewership of its first online short drama series "Whimsical World 异想世界" in October 2020, GHY has subsequently released additional short-form videos in different genres which have seen similar success on various video platforms.

The Company believes that this collaboration to produce and launch this online short drama series on Douyin's short-form video platform is an encouraging step towards the strengthening of the Group's online entertainment product offerings and the development of new revenue streams. This collaboration and the release of the online short drama series with Douyin is 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 and the technology ecosystems, which the Company believes is crucial to the expansion of the Group's business and the execution of its long-term growth plans.

This Production Agreement is 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 2022. 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 Production Agreement.

**BY ORDER OF THE BOARD
G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED**

Guo Jingyu
Executive Chairman and Group CEO
12 July 2022