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

STRANGE TALES OF TANG DYNASTY ATTAINED TOP VIEWERSHIP ON IQIYI INC

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 the Group's drama production of "Strange Tales of Tang Dynasty 唐朝诡事录" has attained top viewership on IQIYI Inc ("**IQIYI**"), an online entertainment service in the People's Republic of China ("**PRC**").

Strange Tales of Tang Dynasty 唐朝诡事录 first aired on 27 September 2022 and is a thriller horror mystery period drama with a total of 36 episodes. Since its debut broadcast, Strange Tales of Tang Dynasty 唐朝诡事录 has ranked first on IQIYI's viewership chart with 8,953 ratings on 13 October 2022, generating 249 searches across the platform. In addition, the drama has gained strong traction on social media platforms such as Weibo, the largest micro-blogging service in the PRC,[1] with a record of 336 hours spent on the drama's discussion threads and attracted 20,000 new followers to these discussion threads since the broadcast of the drama.

Adapted from the novel "Strange Legend of Tang Dynasty 唐朝诡事录" written by Wei Feng Hua, the period drama, directed by Bai Shen, is about a General (played by Yang Xu Wen) from the Tang Dynasty working with his strongest opponent (played by Yang Zhi Gang) to solve mysterious cases.

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

Guo Jingyu
Executive Chairman and Group CEO
21 October 2022

[1] "China's Twitter-Like Weibo Plans Hong Kong Second Listing", Bloomberg, 19 February 2021 <https://www.bloomberg.com/news/articles/2021-02-18/china-s-twitter-like-weibo-said-to-plan-hong-kong-second-listing#xj4y7vzkg>