G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED
(Company Number: 337751)
(Incorporated in the Cayman Islands on 29 May 2018)
(the "**Company**")

PROFIT GUIDANCE ON UNAUDITED FINANCIAL RESULTS FOR THE HALF YEAR ENDED 30 JUNE 2026

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 update shareholders of the Company that based on the preliminary review of the draft unaudited consolidated financial results for the half year ended 30 June 2026 ("**6M2026**"), the Group is expecting to report a loss after tax for 6M2026.

The lower profitability for 6M2026 is primarily attributable to, *inter alia*, the following factors: (a) the slight decline in revenue and lower gross profit margin for the Group's Television Program and Film Production business segment, which was impacted by challenging market conditions; (b) higher selling and distribution expenses for the promotional and advertising activities for recent drama productions; and (c) lower government grant and incentive income recognised in relation to the drama productions and relief schemes.

The Group is in the midst of finalising its unaudited consolidated financial results for 6M2026. Further details of the Group’s financial performance will be disclosed when the Group announces its forthcoming unaudited financial results for 6M2026.

This announcement is based on a preliminary assessment of the latest unaudited consolidated management accounts of the Group and is not based on any financial figures or information which have been audited or reviewed by the Group's auditors. Accordingly, shareholders are cautioned not to place undue reliance on forward-looking statements within this announcement, which are based on the current view of management regarding future events.

The Board wishes to advise shareholders and investors to exercise caution when dealing in the shares of the Company. Persons who are in doubt as to the action they should take should consult their stockbrokers, bank managers, solicitors, accountants or other professional advisers.

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

Guo Jingyu
Executive Chairman and Group CEO
31 July 2026