

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

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**BUSINESS UPDATE ON COVID-19 IMPACT**

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<p>DBS Bank Ltd. and UOB Kay Hian Private Limited are the joint issue managers and global coordinators (the "<b>Joint Issue Managers and Global Coordinators</b>") for the initial public offering of shares in, and listing of, G.H.Y Culture &amp; 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.</p>
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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 on the impact of the COVID-19 pandemic on the Group's business operations.

In May 2021, the Malaysia government reimposed a two-week movement control order ("**MCO**") in response to a spike in COVID-19 cases and subsequently announced a full lockdown nationwide from 1 June 2021 to 28 June 2021. This was extended thereafter indefinitely. The continuous extension of the MCO since March 2020 is beyond the Group's operational control and has disrupted the Group's filming and production activities in Malaysia. This has resulted in delays to the Group's production pipeline for 2021, which includes a drama series, "Sisterhood 南洋女兒情", which was scheduled for filming and production in Malaysia from 3Q2020 to 2Q2021, as well as another drama series which is due to commence filming and production in Malaysia in 3Q2021. Nonetheless, given the Group's strong relationship with the relevant customer, the parties have agreed on the revised production and release timeline for the drama series, "Sisterhood 南洋女兒情", and the Group continues to be able to fulfil its contractual obligations under the relevant production contract.

The Group strongly believes in the importance of human capital stewardship and is fully committed to ensuring sustainable operations with a focus on employees' health and well-being. In consideration of the current situation in Malaysia, the Group leveraged on its regional footprint and capabilities to progressively relocate certain filming and production activities for "Sisterhood 南洋女兒情" to China, which has seen most businesses return to normalcy. In the event of a prolonged extension of the MCO in Malaysia, the Group may continue to carry out filming and production activities for the affected drama series in China instead. This ensures minimal disruption to the production timelines, whilst ensuring production quality in a safe workplace environment. The Group will continue to monitor the COVID-19 situation closely in all its operating geographies in Singapore, China and Malaysia, in order to ensure strict compliance with the respective governments' health advisory and measures.

Whilst the Group's end-to-end production capabilities provide oversight and control over the production process, the unexpected occurrence of events, delays and relocation of filming and production activities have increased the overall production budget for the drama series, "Sisterhood 南洋女兒情". Due to the delays in the Group's production timeline for 2021, the Group also expects to record certain revenue from its drama and film projects only in 2022, in line with its revenue recognition policy.

As a result of the above, the Group expects its financial performance for the financial year ending 31 December 2021 to be impacted. Nonetheless, business fundamentals remain robust and the Group is on track to deliver its long-term growth strategies, with a focus on expanding its regional presence, diversifying its pipeline portfolio of entertainment content and driving synergies across the existing core

businesses. This is evidenced by the Group's recent proposed investment in Clover Films Group to increase its production and distribution capacity in Southeast Asia. Supported by its resilient balance sheet and a net cash position, the Board believes that the Group remains well-placed within the industry value chain to strategically pursue organic and inorganic growth in order to enhance stakeholders' value.

The Board will continue to assess the COVID-19 impact on the Group and update shareholders of the Company as and when there are any material developments.

The Company is in the midst of finalising its half-yearly interim financial results for the six months ended 30 June 2021 ("**6M2021**"). 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 Company will provide further details of the Group's performance as and when appropriate, including when the 6M2021 financial results are announced by 14 August 2021 and providing relevant business updates between the announcements of its financial results.

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

Guo Jingyu  
Executive Chairman and Group CEO  
13 July 2021