

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

STAGE MUSICAL JOINT INVESTMENT AGREEMENT

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 (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 Tianjin Xinhe Culture & Broadcast Co., Limited, an indirect wholly-owned subsidiary of the Company, has entered into a joint investment agreement with Beijing iQIYI Science & Technology Co., Ltd. (北京愛奇藝科技有限公司) ("**iQIYI**") to collaborate in the co-production of a stage musical titled "Lion in the Dream 梦见狮子", which is slated to be performed in the People's Republic of China ("**PRC**") from August 2021 to August 2022 (the "**Agreement**").

Given the stabilisation of the COVID-19 situation in the PRC, most businesses have returned to normalcy¹. This has, in turn, created opportunities for the Group and in its aim to evolve speedily to innovate and diversify its pipeline of entertainment content, the Group has leveraged on its content development, end-to-end production and intellectual property creation capabilities to create a diversified ecosystem of interactive content and multi-level entertainment products such as musicals and stage play.

The co-production of this stage musical is part of the Group's business strategies and growth plans to capitalise on the commercial success of the dramas, films and concerts produced by the Group and expand its entertainment offerings. The Group has an established business relationship with iQIYI and its group of companies, having entered into a joint venture with an iQIYI group company to establish a talent management agency based in Singapore as announced on 14 June 2021. Additionally, several of the dramas produced or co-produced by the Group have been or will be distributed on iQIYI's video streaming platform. As such, this new joint investment venture with iQIYI to co-produce the stage musical is another testament to the strong partnership between the Group and iQIYI. This further encourages the Group's expansion plans and potential co-production ventures and collaborations in the media and entertainment industry in Singapore, the PRC and overseas.

The 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 2021. The Company will make further announcements to keep shareholders informed on the business updates of the Group, as appropriate or when there are material updates or developments.

¹ "[China's economy improves, businesses back to normal: auditor general](#)", Xinhua, 7 Jun 2021

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 Agreement.

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

Guo Jingyu
Executive Chairman and Group CEO
27 July 2021