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HAICHANG OCEAN PARK HOLDINGS LTD.

海昌海洋公園控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2255)

VOLUNTARY ANNOUNCEMENT

LICENCE AGREEMENT BETWEEN A WHOLLY-OWNED SUBSIDIARY OF THE GROUP AND SHANGHAI CHARACTER LICENSE ADMINISTRATIVE CO., LTD.

Reference is made to the announcements of Haichang Ocean Park Holdings Ltd. (the “**Company**”) dated 30 December 2021 and 18 April 2022 (collectively, the “**Announcements**”) in relation to entering into the strategic cooperation agreement and licence agreement with Shanghai Character License Administrative Co., Ltd. (上海新創華文化發展有限公司) (“**SCLA**”) in respect of the “**Ultraman Series**” (the “**Ultraman Series**”). Unless the context otherwise requires, the capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements.

This announcement is made by the Company on a voluntary basis. The purpose of this announcement is to keep the shareholders and potential investors of the Company informed of the latest business development of the Group.

The Board is pleased to announce that Shanghai Haichang Culture Development Co., Ltd. (上海海昌文化發展有限公司), a wholly-owned subsidiary of the Group, has recently entered into a licence agreement (the “**Project Licence Agreement**”) with SCLA in relation to the use of works under the “**Ultraman Series**” for carrying out the Ultra Energy Station project (the “**Project**”) in scenic spots with admission fees nationwide.

SCLA, having legally licensed by Tsuburaya Productions Co., Ltd. (圓谷製作株式會社), has the rights to sub-license any third party to use the works such as figure images, character names, distinctive signs, work titles, content elements as well as registered trademarks of “Ultra Energy Station” under the “**Ultraman Series**” (the “**Licensed Works**”) in the People’s Republic of China.

According to the Project Licence Agreement, with the licence from SCLA, the Group will use the Licensed Works to carry out the Project, including the development, design, production and sales of retail devices, limited-edition products and promotional items; and to operate the Project by way of self-operation, joint operation and franchised operation in scenic spots with admission fees nationwide. The licence period shall commence from the date of entering into of the Project Licence Agreement until 30 June 2025.

The Board believes that the signing of this Project Licence Agreement is a further deepening of the cooperation with SCLA, based on the construction of “Ultraman” theme hotels, theme restaurants and other theme contents for the first time in the world in Shanghai Haichang Ocean Park in April this year, and the scope of cooperation extends from the Group’s own scenic spots in Shanghai Haichang Ocean Park to scenic spots with admission fees nationwide. This marks the beginning of the Group’s nationwide efforts to “brand output” and “content output” to the third-party scenic spots. Through the cooperation with the third-party scenic spots, the Group is actively trying out the new tourism model of Online and Offline.

The new IP consumption business scenarios have a vast potential. There are tens of thousands of scenic spots in China, so premium IPs not only bring traffic to the scenic spots but also improve the income of in-park consumption in the scenic spots. The “Ultraman Series” is a well-known IP in the world with a very rich fan base, and the cooperation with the “Ultraman Series” is an important layout for the Group’s IP strategy.

The Group will establish new IP consumption geographical coverage and scale in the market segment and continue to enter into cooperation with owners of globally influential IPs to integrate those IPs into the theme parks, scenic spots, lifestyle hotels, commercial properties and other location-based consumption and entertainment scenarios, and translate the unique cohesiveness and backflow effect of those IPs into private traffic and eventually build a new roadmap for consumption with moats of IP consumption scenarios, private traffic, IP merchandise output and supply chain business.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By Order of the Board
Haichang Ocean Park Holdings Ltd.
Qu Naijie
Executive Director and Chief Executive Officer

Shanghai, the People’s Republic of China, 27 June 2022

As at the date of this announcement, the executive directors of the Company are Mr. Qu Naijie, Mr. Qu Cheng and Mr. Zhang Jianbin; the non-executive directors of the Company are Mr. Wang Xuguang, Mr. Li Hao and Mr. Yuan Bing; and the independent non-executive directors of the Company are Mr. Chen Guohui, Mr. Wang Jun and Ms. Zhang Meng.