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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

STRATEGIC COOPERATION FRAMEWORK AGREEMENT BETWEEN A WHOLLY-OWNED SUBSIDIARY OF THE GROUP AND MAX MATCHING ENTERTAINMENT CO., LTD.

This announcement is made by Haichang Ocean Park Holdings Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) 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 (the “**Board**”) of directors (the “**Directors**”) of the Company 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 strategic cooperation framework agreement (the “**Agreement**”) with Max Matching Entertainment Co., Ltd. (上海脈馳文化發展有限公司) (“**Max Matching**”).

The cooperation between the two parties under the Agreement shall cover the following:

1. The exclusively authorised long-term international IP location-based entertainment (“**IP LBE**”) projects of Max Matching in China shall be introduced to Haichang Aquarium, Haichang Ocean Exploratorium or Haichang Ocean Park;
2. Summer and winter festivals with Max Matching’s international IPs shall be held in Haichang Aquarium, Haichang Ocean Exploratorium, or Haichang Ocean Park;
3. Themed food and beverage and retails projects with Max Matching’s International IPs shall be carried out in Haichang Aquarium, Haichang Ocean Exploratorium, or Haichang Ocean Park;
4. The Group shall operate Max Matching’s international IP projects to be introduced to the amusement parks; and
5. Max Matching and the Group shall cooperate to develop a snow world project and an ocean world project with Max Matching’s international IPs.

The parties shall enter into negotiation and sign separate definitive contracts in respect of different IP projects on a case-by-case basis based on their respective cooperation models.

Max Matching specialises in the introduction of international IP-themed entertainment projects and project operation management. It is authorised exclusively of diverse IP LBE business formats and theme retailing in China by Mattel, Hasbro, Aardman and other conglomerates with famous IPs such as Barbie, My Little Pony, Peppa Pig, Shaun the Sheep. It is also engaged in project operation management business.

The Board believes that by taking advantage of the numerous internationally renowned IP licences held by Max Matching, the cooperation between the Group and Max Matching on the joint development of “IP + new consumption patterns and scenarios” for experience enrichment will provide visitors with long-term, premium and diversified international IP experience. Complementing with each other’s resources, the parties will cooperate in the development of new business formats integrating culture, tourism and sports and new international IP location-based entertainment business formats, to build a strategic community for project incubation, professional consulting and investment operation that will inject new vitality to the new and extensive consumption market.

As the projects and matters considered under the Agreement may or may not proceed, shareholders of the Company and potential investors 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, 9 August 2022

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