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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 AGREEMENT BETWEEN A WHOLLY-OWNED SUBSIDIARY OF THE COMPANY AND NANJING GOLDEN EAGLE INTERNATIONAL GROUP 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 and Tourism Development Co., Ltd.\* (上海海昌文化旅遊發展有限公司), a wholly-owned subsidiary of the Company, has recently entered into a strategic cooperation agreement (the “**Agreement**”) with Nanjing Golden Eagle International Group Co., Ltd.\* (南京金鷹國際集團有限公司) (“**Golden Eagle International Group**”), under which the parties will capitalise on their respective expertise and resources to actively cooperate on the promotion of the development of the urban leisure and holiday travel market in China and the project layout of the commercial projects based on family entertainment scenarios.

Pursuant to the Agreement, the scope of cooperation shall include but not be limited to the following:

- 1) The parties shall jointly proceed with the revamping and upgrading of their jointly-developed projects and the cooperation in areas such as product development, advisory management and operation management, to actively explore innovation of commercial and culture-based tourism and leisure products; and to actively convey the ideas of marine community education, marine environmental protection and marine superpower;
- 2) The parties shall actively explore and create new forms of brand marketing, member coordination and interactive business planning in connection with aquariums, exploratoriums and commercial projects and shall develop shared and inter-connected channels for hotel culture-based tourism and leisure;

- 3) Apart from the jointly-developed projects which have begun operation, the parties shall jointly step up on the development of the projects in other agreed key cities (such as Nantong, Kunshan and Changchun); and
- 4) The parties shall cooperate on public affairs, including, but not limited to participating in the annual event called “Theme Month for Caring for Autistic Children” held every April and to offer free admission to the theme parks to autistic children and their families from around the world, for the continued commitment in caring for autistic community.

Founded in 1992, Golden Eagle International Group is one of the first foreign-invested enterprises approved by the Nanjing government, with its headquarters in Nanjing. As at the date of this announcement, Golden Eagle International Group has developed sites with an aggregate area of 15 million square metres, including sites held for operation of five million square metres, which are located in Shanghai, Jiangsu, Anhui, Shaanxi, Yunnan, Jilin and a number of other provinces, cities and municipals. It also has projects under planning and construction which cover a gross floor area of six million square metres.

The parties have commenced their cooperation in respect of the Haichang Ocean Exploratorium project (the “**Project**”) during the first half of this year, under which the Project in Changzhou and Yancheng began their operation on 1 June 2022 and 1 July 2022, respectively, and the Project in Nanjing will begin its operation within this year. The Board believes that the entering into of the Agreement provides an opportunity for the parties to play a cross-industry leading and exemplary role in various spectrums such as deep integration of culture, commerce and tourism, and creation of new and upgraded consumption scenarios. In view of the prosperous future of the integration of commercial products with culture-based tourism and leisure products, the parties will jointly develop extensive connections of their respective expertise in the provision of distinctive marine culture-based services and comprehensive urban services, so as to enrich and upgrade their product offerings in enhancing consumers’ enjoyment, and boosting high-quality development of the culture-based tourism and leisure industry.

**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, 24 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.*

\* *For identification purposes only*