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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 MERCHANDISE DEVELOPMENT LICENSE AGREEMENT IN RESPECT OF THE MONKEY KING: UPROAR IN HEAVEN BETWEEN A WHOLLY-OWNED SUBSIDIARY OF THE GROUP AND SHANGYINGYUAN (SHANGHAI) CULTURE AND TECHNOLOGY DEVELOPMENT 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 merchandise development license agreement (the “**Agreement**”) in respect of The Monkey King: Uproar in Heaven with Shangyingyuan (Shanghai) Culture and Technology Development Co., Ltd. (“**Shangyingyuan**”).

With the license from Shangyingyuan, the Group is permitted to design, manufacture, advertise and sell licensed merchandise with characters and/or signs of The Monkey King: Uproar in Heaven, an animated film, in Mainland China. The licensed products cover ice-cream, ice confectionery and other ice cream products and the license period shall commence from 1 February 2023 until 31 January 2024.

Shangyingyuan, a company established by Shanghai Film Group and Shanghai Animation Film Studio, is a specialised operator of a large number of film and art IPs, including animated films such as The Monkey King: Uproar in Heaven, Ne Zha Conquers the Dragon King and Calabash Brothers, and live-action films such as The Climbers, My Memories of Old Beijing, Hibiscus Town and Woman Basketball Player No. 5. The main business of Shangyingyuan includes IP brand management and licensing, integrated marketing, new retail of merchandise and immersive entertainment experience. It focuses on the development of IP value in various industrial chain.

The Monkey King: Uproar in Heaven is a color animated feature film produced from 1961 to 1964, which was co-directed by Wan Laiming and Tang Cheng. The film, in the form of myth, shows the legendary experience of the Monkey King, the protagonist, in a concentrated and prominent way through the story of the Monkey King's disturbing the Dragon Palace and challenging the powers of heaven. The Monkey King: Uproar in Heaven not only has been released many times in China but has been exported, distributed to and screened in 44 countries and regions since it hit the screen.

The Board considers that The Monkey King: Uproar in Heaven is one of well-known classic IPs representing Chinese fad with a very broad fan base. Entering into the Agreement is the first step of the cooperation in IPs between the Group and Shangyingyuan. Going forward, the Company will further promote cooperation in space licensing to jointly build classic IP series products with China fad. The Group will endeavour to cooperate with the world's influential IPs in niche markets, integrate the commercialisation of IPs with real consumption and entertainment scenes such as theme parks, scenic spots, lifestyle hotels and commercial properties, and generate private domain traffic by attracting the original traffic attached to IPs, forming a new consumption blueprint with IP consumption scenes, private domain traffic, output of IP merchandise and supply chain business as moats.

**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, 14 December 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.*