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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**

#### **UPDATES ON THE LATEST DEVELOPMENT OF THE GROUP'S CONSTRUCTION OF THE ULTRAMAN-THEMED ENTERTAINMENT PAVILION IN ITS DALIAN DISCOVERYLAND THEME PARK**

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 Company is pleased to announce that the Group has recently constructed an Ultraman-themed entertainment pavilion in its Dalian Discoveryland Theme Park, which is scheduled to be officially opened on 1 May 2023.

The Ultraman-themed entertainment pavilion in Dalian Discoveryland, with a total indoor and outdoor operating area of approximately 4,300 square meters, brings together a variety of business formats such as commodities, catering, performing arts and large-scale amusement facilities, and will be equipped with the Ultraman pavilion, the Ultraman Hero Plaza, the Monster Tower, the Ultraman Frozen Theatre, the Earth Defense Force Training Camp, theme stores, theme restaurants, the carnival amusement center, the Interstellar Art Museum, the Star Shuttle, the Party Room and many other facilities.

The cooperation with Ultraman serves as an important layout for the Group's IP strategy. The Group has previously successfully built an Ultraman-themed entertainment pavilion in Shanghai Haichang Ocean Park (the “**Shanghai Park**”), including theme restaurants, performance theatres, theme exhibitions and theme stores, as well as theme hotels. The new construction of the Ultraman-themed entertainment pavilion in Dalian Discoveryland represents a further deepening of cooperation between the Group and Ultraman IP and the upgrading and continuous development of the products of the Ultraman-themed entertainment pavilion. The Group will continue to cooperate with owners of globally influential IPs, expand and deploy more projects nationwide, further release the consumption power of the parks through IP empowerment so as to organically combine the Group's unique arctic and ocean themes with internationally renowned IPs, and gradually establish a dual-core operating system of ocean theme and IP operation of Haichang by building a domestic first-class IP service operating system.

**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, 27 March 2023

*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.*