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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 THE GROUP AND TOEI ANIMATION ENTERPRISES LIMITED**

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 is pleased to announce that the Group has recently entered into a licence agreement (the “**Licence Agreement**”) with Toei Animation Enterprises Limited (東映動畫企業有限公司) (“**Toei Animation**”) in relation to the use of works under the animated television series “One Piece” for carrying out a series of commercial cooperation.

According to the Licence Agreement, with the licence from Toei Animation, the Group will use the works and images of the animated television series “One Piece” in its theme parks in Shanghai and Dalian, including in areas containing 2D/3D decorations, sales areas for goods on display and catering areas. The licence period is from 10 June 2023, and it is designated to be limited-edition theme pop up stores for summer vacation time and autumn.

Toei Animation, as the copyright owner of the works under the animated television series “One Piece”, has the copyrights of the works under the animated television series “One Piece” (including character images), and has the rights to license to any third party.

The Board believes that the works under the animated television series “One Piece” is a well-known IP in the world. The animated television series began broadcasting on the Fuji TV on 20 October 1999 with a large fan base and IP influences in both Japan and China markets.

The cooperation with the animated television series “One Piece” is an important layout of the Group’s IP strategy and organically combines the Group’s unique polar ocean culture with the animated television series “One Piece” to enrich the product range of parks in Shanghai and Dalian, enhance the tourist experience and further improve the consumption potential in the parks.

The cooperation will render the consumption of our theme parks a longer-lasting effect and better bargaining power through the fan effect and cultural empowerment.

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, 2 June 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.*