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YH Entertainment Group
乐华娱乐集团

(incorporated in the Cayman Islands with limited liability)
(Stock Code: 2306)

VOLUNTARY ANNOUNCEMENT
STRATEGIC COOPERATION AGREEMENT

This announcement is made on a voluntary basis by YH Entertainment Group (the “**Company**,” together with its subsidiaries, the “**Group**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on February 23, 2024, the Company entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with Beijing Yuanlong Yato Culture Dissemination Co., Ltd* (北京元隆雅圖文化傳播股份有限公司) (“**Yuanlong Yato**”).

Yuanlong Yato, a company listed on the Shenzhen Stock Exchange (stock code: 002878.SZ), is an innovative integrated marketing service company. Yuanlong Yato has been serving multiple companies across industries since its establishment, providing all-round innovative integrated marketing services including the development, operation and marketing of the intellectual property (the “**IP**”) and its derivatives with the empowerment of advance technology such as metaverse and artificial intelligence. To the best of the knowledge, information and belief of the Company having made all reasonable enquiries, Yuanlong Yato is independent from the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited).

* For identification purposes only

Pursuant to the Strategic Cooperation Agreement, Yuanlong Yato and the Group will conduct diversified cooperations on, among others, collaborations in relation to development of IP and IP derived products, collaborations in relation to sales and marketing channels, IP and branding management and advertising collaborations, and collaboration in relation to development of metaverse digital products and services.

The Board considers that the Strategic Cooperation Agreement provides a valuable opportunity for the parties to leverage their respective resources and expertise and create mutual benefits and synergy to each other. Therefore, the Board is of the view that entering into the Strategic Cooperation Agreement is in the interest of the Company and its shareholders as a whole.

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
YH Entertainment Group
DU Hua

*Executive Director, Chairlady of the Board and
Chief Executive Officer*

Hong Kong, February 26, 2024

As at the date of this announcement, the Board comprises Ms. DU Hua, Mr. SUN Yiding and Mr. SUN Le as the executive Directors, Mr. MENG Jun as the non-executive Director, and Mr. FAN Hui, Mr. LU Tao and Mr. HUANG Jiuling as the independent non-executive Directors.