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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 SNOW WORLD IN DALIAN FOREST ZOO**

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.

Reference is made to the voluntary announcement of the Company dated 24 November 2022 in relation to the entering into of the cooperation framework agreement with Dalian Forest Zoo Co., Ltd.\* (大連森林動物園有限公司).

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that, Haibo (Dalian) Cultural Tourism Development Management Company Limited\* (海博(大連)文化旅遊開發管理有限公司) (“**Haibo Cultural Tourism**”), a wholly-owned subsidiary of the Group, has recently entered into a licensing agreement with Shanghai Character License Administrative Co., Ltd.\* (上海新創華文化發展有限公司) in relation to the “ULTRAMAN Series”, pursuant to which the parties will carry out a series of commercial cooperation in Dalian Forest Zoo using the works and derivative contents of the “ULTRAMAN Series” to develop the ULTRAMAN SNOW WORLD Project (the “**Project**”). Haibo Cultural Tourism entered into a cooperation agreement with Dalian Forest Zoo Co., Ltd. earlier to cooperate in the development, construction and operation of the Project.

Located in Dalian Forest Zoo, the Project has a site area of 10,000 square meters and a gross floor area of 6,728 square meters, and it is expected to open in July this year. Upon completion, the Project will become the world's first ULTRAMAN SNOW WORLD. The Project includes ULTRAMAN-themed exhibition area, restaurants, stores, theaters, ice-skating rinks and monster avenues, providing ULTRAMAN-themed amusement equipment and selling limited-edition products, themed meals and limited-edition derivatives.

Dalian Forest Zoo Co., Ltd. is a wholly-owned subsidiary of Dalian Cultural Tourism Development Group Co., Ltd., a municipal state-owned enterprise affiliated with Dalian government. Dalian Forest Zoo is located in the Baiyun Mountain Scenic Area on the southern coast of Dalian City, with a total area of approximately 7.2 square kilometers. It became one of the first AAAA scenic areas in China in 2000, passed the ISO9001 international quality management system and ISO14001 international environmental management system certifications in 2001, and was recognised as a science education base by national, provincial and municipal departments.

The Group has been deeply engaged in the tourism and leisure market in Dalian for more than 20 years, and owns and operates tourism and leisure assets such as Dalian Haichang Discoveryland Theme Park and Dalian Laohutan Ocean Park Polar Pavilion, making outstanding contributions to the development of the tourism and leisure industry in Dalian for decades. The construction of the ULTRAMAN SNOW WORLD Project with Dalian Forest Zoo is another initiative to support the development of tourism and leisure industry in Dalian, through which the Group responds to the government's call and contributes to the comprehensive revitalisation of Northeast China in the new era. In the future, the Group will continue to integrate high-quality tourism and leisure assets in Dalian to facilitate the development of tourism and leisure industry in Dalian.

Following the ULTRAMAN-themed Pavilion in Chengdu Happy Valley, the ULTRAMAN SNOW WORLD Project is another successful case of the Group's IP commercial operation in a non-self-operated theme park. Leveraging the successful experience of the first children's snow center of the Group, it also showcases the organic combination of IP and snow to develop a new generation of "IP + snow" tourism and leisure products and enrich the existing tourism and leisure asset portfolio. The ULTRAMAN SNOW WORLD Project is an outcome of mutual support and mutual promotion among the Group's three major business segments (theme park segment, tourism and leisure services and solutions, and IP operation and new consumption), and is a high-quality tourism and leisure product within the Haichang Ocean Park ecosystem. In the future, the Group will continue to cooperate with globally influential IPs, and expand and deploy more IP-themed projects nationwide by combining its own advantages in brand, operation and management in the field of theme parks.

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.**

\* *For identification purpose only*

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, 16 May 2024

*As at the date of this announcement, the executive Directors are Mr. Qu Naijie, Mr. Qu Cheng and Mr. Li Kehui; the non-executive Directors are Mr. Wang Xuguang, Mr. Go Toutou (former name Wu Tongtong) and Mr. Yuan Bing; and the independent non-executive Directors are Mr. Wang Jun, Mr. Zhu Yuchen and Ms. Shen Han.*