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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
STRATEGIC COOPERATION FRAMEWORK AGREEMENT
WITH ZHEJIANG ALITRIP NETWORK TECHNOLOGY CO., LIMITED
AND ALIPAY.COM CO.,LTD

This announcement is made by Haichang Ocean Park Holdings Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to inform its shareholders and potential investors of the latest business development of our Group.

The board of directors (the “**Board**”) of the Company is pleased to announce that on 3 March 2016 (after trading hours), the Company’s wholly owned subsidiary, 海昌(中國)有限公司(Haichang (China) Limited[#]) entered into a strategic cooperation framework agreement (the “**Framework Agreement**”) with 浙江去啊網路技術有限公司(Zhejiang Alitrip Network Technology Co., Limited[#]) and 支付寶(中國)網絡技術有限公司(Alipay.com Co., Ltd[#]) in relation to the proposed cooperation in promotion business development of the parties.

According to the Framework Agreement, all parties will leverage on their respective expertise and resources for the in-depth corporation in e-ticketing, travel-with-credit, “QR Code Ticket Business” and payment business in scenic spots, which will be fully implemented in all the theme parks of Haichang Ocean Park. Furthermore, the first domestic Alitrip O2O experience store of Alitrip.com will be established in Tianjin Haichang Polar Ocean Park (天津海昌極地海洋公園). The parties will negotiate in good faith for formal arrangements. In the event that any such agreement is entered into, further announcement(s) will be made by the Company in compliance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited as and when appropriate.

The Group is principally engaged in the development and operation of theme parks and ancillary commercial properties in the People’s Republic of China. The Board believes that the signing of the Framework Agreement will be favorable to the further optimizing the marketing channels of the Company, improve the deployment of intelligent traveling scopes, and in the meantime, enhance the levels of convenience and experiment of the visitors of the Company, which will benefit the Company and its shareholders as a whole.

As the projects and matters considered under the Framework Agreement may or may not proceed, shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

On behalf of the Board
Haichang Ocean Park Holdings Ltd.
Wang Xuguang
Executive Director and Chief Executive Officer

Dalian, the PRC, 3 March 2016

The English transliteration of the Chinese name(s) in this announcement, where indicated, is included for information purpose only, and should not be regarded as the official English name(s) of such Chinese name(s).

As at the date of this announcement, the executive directors of the Company are Mr. Wang Xuguang, Mr. Zhao Wenjing and Mr. Qu Naiqiang; the non-executive directors of the Company are Mr. Qu Naijie, Mr. Makoto Inoue and Mr. Yuan Bing; and the independent non-executive directors of the Company are Mr. Fang Hongxing, Mr. Sun Jianyi and Mr. Xie Yanjun.