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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 AGREEMENT WITH SHANGHAI CHARACTER LICENSE ADMINISTRATIVE CO., LTD.

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 of directors (the “**Board**”) is pleased to announce that the Company has recently entered into a strategic cooperation agreement (the “**Agreement**”) with Shanghai Character License Administrative Co., Ltd. (上海新創華文化發展有限公司) (“**SCLA**”) in relation to the cooperation on “**Ultraman Series**”.

According to the Agreement, both parties will leverage on their respective expertise and resources to cooperate on “**Ultraman Series**” theme block and theme park projects in relation to the parks or themes of the Group (such as ice and snow theme and ocean theme), and including areas such as catering, limited-edition products, performing arts, theme shops and pop-ups, etc. Both parties will actively explore mutual sustainable paths for brand development and product upgrade of “**Ultraman Series**” in connection with theme parks. The parties are stepping up efforts in promoting and finalising specific cooperation matters during the period from 15 December 2021 to 14 December 2022. Specific cooperation details, cooperation conditions and other matters will be subject to separate agreement(s) in writing by the two parties.

According to the Agreement, SCLA, having legally licensed by Tsuburaya Productions Co., Ltd. (圓谷製作株式會社) as the copyright owner, has the rights to use and sub-license any third party to use the copyrights, patents and other intellectual property rights in respect of “**Ultraman Series**” film works, art works, character names, figure images and props, etc. in mainland China.

The Board believes that the Group’s cooperation under the Agreement with SCLA in relation to “**Ultraman Series**”, a highly popular and influential brand, would achieve complementary advantages, resource sharing and mutual benefits, further expand the market share of the brands of both parties, and help build the Group as a platform for the provision of lifestyle entertainment featuring marine culture.

As the projects and matters under the 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.

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

Shanghai, the People's Republic of China, 30 December 2021

As at the date of this announcement, the executive directors of the Company are Mr. Wang Xuguang and Mr. Qu Cheng; the non-executive directors are Mr. Qu Naijie, Mr. Li Hao and Mr. Yuan Bing; and the independent non-executive directors are Mr. Chen Guohui, Mr. Wang Jun and Ms. Zhang Meng.