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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 A WHOLLY-OWNED SUBSIDIARY OF THE GROUP AND SHANGHAI CHARACTER LICENSE ADMINISTRATIVE CO., LTD.**

Reference is made to the announcement of Haichang Ocean Park Holdings Ltd. (the “**Company**”) dated 30 December 2021 (the “**Announcement**”) in relation to entering into a strategic cooperation 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”. Unless otherwise defined in this announcement, the capitalised terms shall have the same meanings as those stipulated in the Announcement.

This announcement is made by 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 Shanghai Haichang Polar Ocean World Co., Ltd. (上海海昌極地海洋世界有限公司), a wholly-owned subsidiary of the Group, has recently entered into a licence agreement (the “**Licence Agreement**”) with SCLA in relation to the use of the works of the “Ultraman Series” to carry out a series of commercial cooperation.

According to the Licence Agreement, with the licence from SCLA, the Group will use the works and images of the “Ultraman Series” in the public spaces, theme plazas and other areas of Shanghai Haichang Ocean Park (“**Shanghai Park**”), including setting up “Ultraman” theme hotels, theme restaurants, performance theaters, theme exhibitions and theme shops in the Shanghai Park. In addition, Shanghai Park will also develop Haichang limited edition Ultraman products, float parade, AR applications and other related theme contents. The Group has also obtained the licence to sell limited-edition products in offline stores within the designated geographical areas and on the official online sales platform of the Group. The licence period is from 1 July 2022 to 30 June 2025. Under the same authorization conditions, both parties can renew the Licence Agreement within 60 days before the expiration of the Licence Agreement.

According to the Licence Agreement, Tsuburaya Productions Co., Ltd. (圓谷製作株式會社), as the copyright owner of the works of the “Ultraman Series”, has the legal, complete and valid copyrights of the works of the “Ultraman Series” in all countries and regions around the world. SCLA, having been legally licensed by Tsuburaya Productions Co., Ltd., 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 the People’s Republic of China.

The Board believes that the “Ultraman Series” is a well-known IP in the world. On the occasion of the 55th anniversary of the “Ultraman Series”, the launch of “Ultraman” theme hotels, theme restaurants and other theme contents for the first time in the world also demonstrates the recognition of the Group’s product quality and capability in business operation. The cooperation with the “Ultraman Series” is an important layout of the Group’s IP strategy and organically combines the Group’s unique polar ocean culture with the “Ultraman Series” to enrich the product range of Shanghai Park, enhance the tourist experience and further improve the consumption potential in Shanghai Park. The Ultraman will also cooperate with Haichang to publicize the cooperation via the internet, TV media, outdoor advertising and other means. While cooperating with influential IPs, the Group will continue to build its own IPs to 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, 18 April 2022

*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.*