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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 INTERNATIONAL COMMERCIALIZATION LICENSE AGREEMENT BETWEEN A WHOLLY-OWNED SUBSIDIARY OF THE GROUP AND TOEI ANIMATION ENTERPRISES LIMITED

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 (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that Shanghai Haichang Culture Development Co., Ltd. (上海海昌文化發展有限公司), a wholly-owned subsidiary of the Group, has recently entered into an international commercialization license agreement (the “**License Agreement**”) with Toei Animation Enterprises Limited (東映動畫企業有限公司), a wholly-owned subsidiary of Toei Animation Co., Ltd.

According to the License Agreement, with the license from Toei Animation Enterprises Limited, the Group is permitted to use the names, characters, symbols, designs, images and visual representations of the virtual characters in the animated film program, namely ONE PIECE FILM RED (《航海王：紅》), in the manufacture, distribution, advertising, promotion and sale of certain licensed items, including shaped lollipops, chocolates, boxed biscuits, soft drinks/bottled soft drinks, water bottles, popcorn buckets, 3D ice cream, ice cream cone, sandwiches, hot dogs and hamburger sets, for the period from 1 September 2022 to 31 August 2023.

The Board believes that “One Piece” is a globally well-known intellectual property (“IP”) with a very solid fanbase and that entering into the License Agreement is an important layout for the Group’s IP strategy. The Group will use the theme pavilions operated by the Group as the core to launch the “One Piece” energy stations. The consumption scenarios include theme parks and commercial properties operated by Haichang. Toei Animation Co., Ltd. owns numerous internationally renowned IPs. The signing of the License Agreement is another important layout after the cooperation between the Group and the well-known Japanese cartoon character, the Ultraman. The Group will continue to enter into cooperation with owners of globally influential IPs in the market segment to integrate those IPs into the theme parks, scenic spots, lifestyle hotels, commercial properties and other location-based consumption and entertainment scenarios, and translate the unique cohesiveness and backflow effect of those IPs into private traffic and eventually build a new roadmap for consumption with moats of IP consumption scenarios, private traffic, IP merchandise output and supply chain business.

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, 5 September 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.