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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 BETWEEN THE GROUP AND ZHUHAI HENGQIN PINKFONG CULTURE 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 (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Company has recently entered into a strategic cooperation framework agreement (the “**Agreement**”) with Zhuhai Hengqin Pinkfong Culture Co., Ltd. (珠海橫琴碰碰狐文化有限公司, “**Zhuhai Pinkfong**”).

The cooperation between the two parties under the Agreement shall cover the following:

1. Zhuhai Pinkfong will introduce the world’s popular IPs under its operation to Haichang Aquarium/Haichang Ocean Exploratorium/Haichang Ocean Park and provide visitors with long-term, high-quality and diversified contents to jointly create the new-generation cultural and tourism experience.
2. With the focus on marine science knowledge, childhood enlightenment education and other themes, the two parties will continuously output film, TV and music contents, practice the in-depth integration of edutainment contents with theme parks and achieve the interactions of online and offline ecosystems.
3. Leveraging on its mature and professional capabilities on the innovative design, independent R&D and production of toys, Zhuhai Pinkfong will provide the Group with internationally advanced experience and assist in improving the overall product charm at the parks. Meanwhile, the Group will promote the R&D, operation and innovative production of IPs under Zhuhai Pinkfong. It will rapidly apply the proved and mature IP space plans in its proprietary projects with the asset-light approach to improve the IP influence.

Zhuhai Pinkfong specializes in the introduction of IPs under Pinkfong, a world-renowned family entertainment brand, and the operation and management of projects, owns the right to carry out the project operation and management businesses under certain brands such as Pinkfong, Baby Shark and other internationally renowned IPs in mainland China, Hong Kong and Macau.

The Board believes that the cooperation between the Group and Zhuhai Pinkfong in jointly developing experience enrichment will provide visitors with more long-term, high-quality and diversified international IP experience. The two parties will leverage on their respective resources in conducting cooperation and development, develop new business formats with the integration of culture, tourism and education and inject new vitality to the new and extensive consumption market.

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, 20 April 2023

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.