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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 ULTRAMAN SNOW WORLD IN DALIAN FOREST ZOO OFFICIALLY STARTED ITS TRIAL OPERATION

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 developments of the Group.

References are made to the announcements (the “**Announcements**”) of the Company dated 24 November 2022 and 16 May 2024 in relation to the entering into of the cooperation framework agreement with Dalian Forest Zoo Co., Ltd.* (大連森林動物園有限公司) and the updates on the ULTRAMAN SNOW WORLD in Dalian Forest Zoo (the “**Project**”), respectively. Unless the context otherwise requires, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

The Board of the Company is pleased to announce that the ULTRAMAN SNOW WORLD in Dalian Forest Zoo officially started its trial operation on 12 July 2024 and is scheduled to be officially opened in late July. The Project set three records as it is the world’s first ULTRAMAN SNOW WORLD, has the world’s first ULTRAMAN-themed stage with split-level relief carving, and offers the global premiere performance of the *Ultra Heroes – Repel The Atrocious Evil* (《奧特英雄 擊退極惡的陰謀》), an original play produced by Tsuburaya Productions Co., Ltd. (圓谷製作株式會社).

Located in Dalian Forest Zoo, the Project has a site area of 10,000 square meters and a gross floor area of 6,728 square meters. The Project is an upgraded IP product jointly launched by the Group, Dalian Forest Zoo and Character License Administrative(新創華), through which the parties innovatively launched a new business portfolio of “IP + snow”. The Project creates immersive themed ambience with multiple IP-themed areas such as the ULTRAMAN-themed ice-skating rinks, the ULTRAMAN-themed stores, the Ultraman Frozen Theatre, the ULTRAMAN-themed avenues and monster avenues, which realizes the dual innovation model of “park + IP” and “IP + snow”, multi-dimensionally expands the product portfolios of Dalian Forest Zoo as a traditional park and caters the diverse interests and preferences of parent-child customer groups.

The ULTRAMAN-themed IP cooperation between the Group and Dalian Forest Zoo marks the further implementation of our cooperation-and-delivery strategy to scenic areas not operated by us. By delivering high-quality IP and operational management experience to external scenic spots, the Group could realize the enhancement of brand influence and the diversified development of business. In the future, the Group will continue to cooperate with globally influential IP operators for further development of IP-themed projects on a national scale with the combination of its own advantages in branding, operation and management resources in the theme park sector.

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, 12 July 2024

As at the date of this announcement, the executive Directors are Mr. Qu Naijie, Mr. Qu Cheng and Mr. Li Kehui; the non-executive Directors are Mr. Wang Xuguang, Mr. Go Toutou (former name Mr. Wu Tongtong) and Mr. Yuan Bing; and the independent non-executive Directors are Mr. Wang Jun, Mr. Zhu Yuchen and Ms. Shen Han.