

MEDIA RELEASE

For Immediate Release

G.H.Y Culture & Media Holding Co., Limited, producer of “Little Nyonya” remake and Jay Chou concerts in Singapore, to raise total gross proceeds of approximately S\$121.7M from IPO and issuance and sale of Cornerstone Shares

- *Offering of 21,696,000 shares at S\$0.66 each*
- *10 cornerstone investors committed to take up over 80% of new shares issued*
- *Group CEO and Executive Chairman, Mr Guo Jingyu, is an award-winning producer, director, and scriptwriter in the People’s Republic of China (“PRC”) with more than 25 years of experience, whose market presence has won him the title of “King of Legendary Drama”¹*
- *The board of directors (“Board”) intends to recommend dividends of at least 30.0% of the Group’s net profit after tax generated in FY2020² and FY2021*



The Little Nyonya



Jay Chou Carnival World Tour

¹ Frost & Sullivan (Beijing) Inc., Shanghai Branch Co. (“Frost & Sullivan”). (2020, November). *Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia*, pp J-52.

² Excluding the interim dividends of S\$10.0 million declared by the Board in FY2020.



G.H.Y CULTURE & MEDIA HOLDING CO., LIMITED
(Incorporated in the Cayman Islands on 29 May 2018)
(Company Registration No: 337751)

SINGAPORE, 11 December 2020 -- G.H.Y Culture & Media Holding Co., Limited (“GHY” and together with its subsidiaries and PRC Affiliated Entities³, the “Group”), an entertainment company in the Asia-Pacific region that focuses on the production and promotion of dramas, films and concerts, has registered its final prospectus (“Prospectus”) for its initial public offering (“IPO”), in conjunction with its listing on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”). The Group expects to raise gross proceeds of approximately S\$107.5 million from the Offering and the issuance of new shares to be subscribed for by the cornerstone investors (“New Cornerstone Shares”).

The Offering and Issuance of New Cornerstone Shares

GHY is offering an aggregate of 21,696,000 shares (“Offering Shares”) and 141,166,000 New Cornerstone Shares. Based on the offering price of S\$0.66 (“Offering Price”) per Offering Share and New Cornerstone Share, the post-Offering market capitalisation of GHY will be approximately S\$708.7 million.

The Offering consists of:

- (i) an international placement of 18,696,000 Offering Shares to investors, including institutional and other investors in Singapore, and
- (ii) a public offer of 3,000,000 Offering Shares in Singapore (“Public Offer”).

Concurrent but separate from the Offering, each of the cornerstone investors has entered into separate cornerstone agreements with GHY to subscribe for, or with GHY, Taiho Holding Ltd and Mr. Ho Ah Huat (together the “Vendors”), to subscribe for and purchase, an aggregate of 162,706,000 Cornerstone Shares, of which 141,166,000 New Cornerstone Shares will be issued by GHY and 21,540,000 shares will be sold by the Vendors (“Vendor Cornerstone Shares”). The cornerstone investors for this Offering are Epical Entertainment Limited, Hong Kong Chixin Investment Co., Limited, ICH Capital Pte Ltd, iQIYI International Singapore Pte. Ltd., King Kong Media Production Pte. Ltd., Mr. Ron Sim Chye Hock, Qilin Asset Management Pte. Ltd., Songful Global Investment Ltd, V3 Brands Pte. Ltd. and Yinson Capital Pte Ltd.

Total gross proceeds of S\$121.7 million will be raised from the Offering, issuance of New Cornerstone Shares and sale of Vendor Cornerstone Shares.

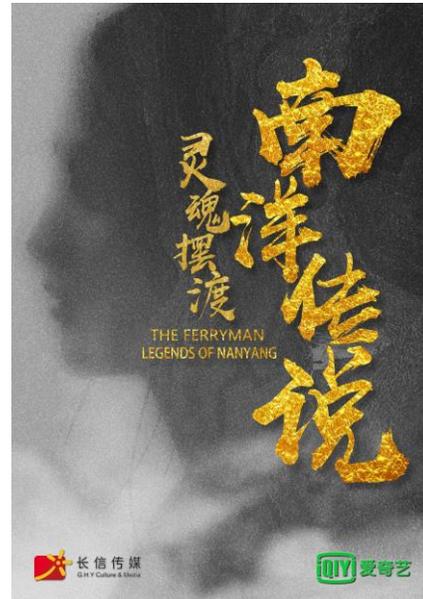
The Public Offer opens at 9.00 p.m. on 11 December 2020 and closes at 12.00 noon on 16 December 2020. Trading of GHY’s shares is expected to commence on a “ready” basis at 9.00 a.m. on 18 December 2020.

³ Entities which the Group is conferred operational control and economic rights over, and the Group is able to exercise control over the business operations of such entities and enjoy substantially all the economic rights arising from the business of such entities.

DBS Bank Ltd. and UOB Kay Hian Private Limited are the Joint Issue Managers and Global Coordinators for the Offering. DBS Bank Ltd., UOB Kay Hian Private Limited, and Bank of China Limited, Singapore Branch are the Joint Underwriters and Bookrunners for the Offering.



Perfect Village



The Ferryman – Legends of Nanyang

About GHY

GHY is an entertainment business that focuses on the production and promotion of dramas, films and concerts in the Asia-Pacific region. The Group has produced several well-received dramas and films in the PRC, Singapore and Malaysia that have been broadcasted and/or distributed on major TV networks and video streaming platforms in the PRC. The Group has also undertaken the production of concerts for well-known international artistes in Singapore, with upcoming concerts to be held in Singapore, Malaysia and Australia. The Group also provides talent management services and costumes, props and makeup services in the PRC and Singapore.

TV Program and Film Production

Since the start of the year, GHY has completed the production of six dramas and one films series, including the remake of Mediacorp's popular drama series "The Little Nyonya 小娘惹" on iQIYI (爱奇艺) and China Central Television (中国中央电视台) ("CCTV"), as well as "Perfect Village 最美的乡村" and "The Frontliners 最美逆行者" on CCTV. According to Frost & Sullivan, all 30 episodes of "Perfect Village" received the highest viewership among all TV series broadcasted on TV channels during the same time slot when it was aired, while the 45-episode "The



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Little Nyonya" received the third highest viewership for its first 17 episodes, and the highest viewership for the remaining episodes, among all TV series broadcasted on TV channels during the same time slot when it was aired. "Frontliners" ranked second for episodes 1 to 4, first for episodes 5 to 13 and third for episode 14, in terms of average viewership ratings among other TV series broadcasted during the same time slot. The Group has also diversified its online content product offerings by launching the production of its first online short drama series in October 2020.

Concert Production

The Group has been granted rights to undertake the production of concerts for Jay Chou (周杰伦) in Singapore, Malaysia, Australia, Thailand, Japan and the PRC (excluding Hong Kong and Macau) either on a long-term basis or without any expiry in time. The Group produced two sold-out concerts for Jay Chou in Singapore in January this year and plans to produce another concert for him in Singapore, as well as in Australia and Malaysia, next year. In addition, the Group has also produced a concert in Singapore for another popular artiste, Li Ronghao (李荣浩), in October 2019.

Talent Management Services

GHY manages close to 50 artistes who are primarily based, or whose projects are primarily based, in the PRC and Singapore. These include Singaporean artiste, Tay Ping Hui (郑斌辉), and PRC artistes such as Dai Xiangyu (戴向宇), Yu Yi (于毅) and Yang Kun (杨昆).

Costumes, Props and Makeup services

GHY also provides costumes, props and make-up services to artistes and third-party production companies. The Group has an exclusive services and collaboration agreement with Mr Chen Minzheng (陈敏正) – a multi-award-winning costumes designer in the PRC – for the provision of such services. Among the awards that Mr Chen has won are the Asian Film Award for Best Costume Design in 2019 and the Golden Horse Award for Best Make-up & Costume Design in 2018.

About Mr Guo Jingyu, Founder of GHY

Mr Guo Jingyu (郭靖宇), who founded the Group in 2018, is a notable producer, director and scriptwriter in the PRC with more than 25 years of experience and has produced and directed several successful dramas and films. His market presence and renowned reputation has won him the title "King of Legendary Drama"⁴.

⁴ Frost & Sullivan. (2020, November). *Independent Market Research on Video Content Market and Concert Market in China, Singapore and Malaysia*, pp J-52.



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Over the years, he has won numerous accolades, including Best Script for “Perfect Youth 最美的青春” granted by the Beijing Municipal Committee (第十五届精神文明建设“五个一工程”优秀作品奖) in 2019; Golden Angel Award for Best Director of Chinese Television Series (中国电视剧最佳导演金天使奖) granted by the Chinese American Film Festival in 2014; and Top 10 Most Influential Directors in the 10th National TV Film Industry (第十届全国电视制片业十佳电视剧最具影响力导演) granted by the Chinese Radio and Television Association in 2014.

Apart from “The Little Nyonya 小娘惹”, some of his numerous works include “The Hero During the Anti-Japanese War” 打狗棍, “Brave Heart 勇敢的心”, “The Legend of the Condor Heroes (2017) 射雕英雄传 (2017 版)”, “Perfect Youth 最美的青春” and “Handsome Siblings (2020) 绝代双骄 (2020 版)”.

Financial Highlights

For the six months ended 30 June 2020, the Group reported revenue of approximately S\$37.2 million and net profit after tax of approximately S\$13.0 million. Net assets as at 30 June 2020 was approximately S\$38.3 million, which translates into net asset value per share of S\$0.42, before adjusting for the share split, the completion of the Offering and the issuance of the New Cornerstone Shares. Cash and cash equivalents amounted to approximately S\$14.2 million as at 30 June 2020.

The Group’s revenue and net profit after tax for the financial year ended 31 December 2019 was approximately S\$66.0 million and S\$12.4 million, respectively.

Business Strategies and Future Plans

Moving forward, the Group intends to expand its regional reach and strengthen its presence in the Asia-Pacific region, particularly in Southeast Asia, by expanding its foothold in Singapore. The Group intends to leverage on its experience in the PRC market to strengthen its TV program and film production business presence in Singapore. To this end, the Group intends to build greater and more seamless collaboration between its PRC and Singapore production teams by establishing a regional cast and crew.

Having established its presence as a concert production company in Singapore with its concerts for Jay Chou and Li Ronghao, the Group also intends to establish a regional presence by undertaking concert production for artistes in both the Southeast Asian region and the PRC. The Group intends to undertake production of concerts for Jay Chou in other parts of the region, starting with Malaysia, Australia, Japan, Thailand and the PRC (excluding Hong



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Kong and Macau). With such concert productions, it believes that it will be able to establish a regional presence as a concert production company and also attract other international artistes to engage its services.

The Group also intends to leverage on technological advances to expand and diversify its content portfolio and strengthen its online entertainment product offerings. In order to tap into the expanding short-form video market, the Group intends to launch more online short drama series as well as venture into the creation and production of interactive dramas. To that end, the Group also entered into a memorandum of understanding with a leading online streaming service provider for a period of three years from 1 August 2020 to 31 July 2023, to collaborate on the development of no less than 10 comic adaptations or animation works, as well as one web drama adaptation of a comic, each year.

The Group also intends to create synergies across its TV program and film production, concert production and talent management services business segments, such as by tapping on its stable pool of artistes to feature in its drama and film projects, or by engaging artistes and musicians who have worked with the Group to produce content such as soundtracks and theme songs for its drama and film projects.

Additionally, the Group intends to nurture future talents and bolster the local talent pool by supporting and participating in training initiatives in Singapore and the PRC. Providing media and entertainment aspirants with support and training may bring about opportunities for these talents to collaborate with the Group on drama and film productions, or even to join the Group's production teams in the future.

Use of Proceeds

The Group intends to use its net proceeds due from the Offering and the issuance of the New Cornerstone Shares as follows:

- (i) approximately S\$64.5 million for the expansion of the Group's TV program and film production business via investment in production, acquisitions, joint ventures and/or strategic alliances;
- (ii) approximately S\$21.5 million for the expansion of the Group's concert production business via investment in production, acquisitions, joint ventures and/or strategic alliances; and
- (iii) approximately S\$15.0 million for general corporate and working capital purposes.



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Dividend Policy

Currently, the Board of Directors of GHY intends to recommend dividends of at least 30.0% of the Group's net profit after tax generated in FY2020 (excluding the interim dividends of S\$10.0 million declared by the Board in FY2020) and FY2021.⁵

Copies of the Prospectus, the application forms relating to the Offering and envelopes may be obtained on request, subject to availability, during office hours from:

DBS Bank Ltd.

12 Marina Boulevard, Level 3
Marina Bay Financial Centre
Tower 3, Singapore 018982

**UOB Kay Hian Private
Limited**

8 Anthony Road, #01-01,
Singapore 229957

**Bank of China Limited,
Singapore Branch**

4 Battery Road, Bank of
China Building, Level 21,
Singapore 049908

and where applicable, members of the Association of Banks in Singapore, members of the SGX-ST and merchant banks in Singapore. An electronic copy of the Prospectus is also available on the SGX-ST's website at <http://www.sgx.com> and the MAS' OPERA website at <https://eservices.mas.gov.sg/opera>.

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This press release is to be read in conjunction with the Prospectus issued on 11 December 2020.

Issued on behalf of G.H.Y Culture & Media Holding Co., Limited by:

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⁵ However, investors should note that the foregoing statements are merely statements of the Board's present intention and shall not constitute legally binding obligations on GHY or legally binding statements in respect of its future dividends, which may be subject to modification (including reduction or non-declaration thereof) at the Board's sole and absolute discretion. As GHY does not have a fixed dividend policy, investors should not treat the proposed dividend as an indication of GHY's future dividend policy and no inference should be made from any of the foregoing statements as to GHY's actual future profitability or ability to pay dividends.



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