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HAICHANG OCEAN PARK HOLDINGS LTD.

海昌海洋公園控股有限公司

(Listed on the Shanghai Stock Exchange (Stock Code: 2255))

DECLARATION OF THE BOARD OF DIRECTORS ON THE PROGRESS OF THE INFORMATION CONSTRUCTION OF HAICHANG OCEAN PARK

The Group is pleased to announce that Haichang Ocean Park Holdings Ltd. (hereinafter referred to as "Haichang Ocean Park Holdings Ltd." and the "Group") has substantially completed the informatization construction of all its existing theme parks. In addition, the Group will further implement the informatization construction for its new projects in Shanghai, Sanya and Zhengzhou.

After years of informatization work, as at the date of this announcement, the Group has substantially completed the integration between the consolidated ticketing management system for various scenic spots and the e-commerce system of major regional tourism destinations. Taking the operation of intelligent parks as drivers, the Group has successfully implemented systematic, procedural and intelligent management throughout the organization. Moreover, it has established connections with major OTA and B2C platforms on the Internet and set up comprehensive distribution systems for e-ticket, merchandise, catering and hotels as well as a highly-integrated online and offline system, thereby providing visitors with one-stop service from ticketing to dining and from touring to accommodation.

While working on the construction of informationalized systems, the Group also made proactive efforts to connect with major OTA and B2C platforms on the Internet and entered into a strategic cooperation agreement with trip.jd.com (京東旅行) (hereinafter referred to as "JD") today. Pursuant to the agreement, both parties will comprehensively push forward the strategic cooperation in aspects such as brand promotions, product innovations, marketing activities, resource consolidations and synergies among intellectual properties (IP) by fully leveraging their respective advantages with a view to promote business development with joint efforts. With the deepening cooperation with various OTAs, the proportion of online ticket sales of the Group's theme parks has further increased. During the first three quarters of 2017, the revenue from online ticket sales as a percentage of the total revenue of theme parks increased to 27.1%, representing an increase of over 10 percentage points as compared to 16.4% of the first three quarters of 2016. Among which, the highest proportion of online ticket sales of a single park was 34%.

The board of directors considered that a scientific and comprehensive informationalized system will help to continuously enhance the convenience of visitors' ticketing experience. Furthermore, the Group will be able to provide special and customized products and services by effectively gauging the changes and trends of customers and the market through the collection and analysis of big data, thereby facilitating the Company's realization of its vision to establish international first-class intelligent theme parks.

On behalf of the Board

H. O. P. H. L.
E. D. C. E.

Dalian, the People's Republic of China, 26 October 2017

A. C. G. J. D. C.
C. L. B. D.
C. G. J.