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Meitu, Inc.

美图公司

(Incorporated in the Cayman Islands with limited liability and carrying on business in Hong Kong as “美圖之家”)

(Stock Code: 1357)

VOLUNTARY ANNOUNCEMENT

INCREASE IN SHAREHOLDING IN THE COMPANY BY THE FOUNDER, CHAIRMAN AND CHIEF EXECUTIVE OFFICER

This announcement is made by Meitu, Inc. (the “**Company**”) on a voluntary basis.

The board of directors of the Company (the “**Board**”) was informed by Mr. Wu Zeyuan (also known as: Mr. Wu Xinhong) (“**Mr. Wu**”), the Founder, Chairman and Chief Executive Officer of the Company, that on August 21, 2025, Mr. Wu has made on-market purchases on The Stock Exchange of Hong Kong Limited of 700,000 shares of the Company (“**Shares**”), at an average price of HK\$10.00 per Share (the “**Increase in Stake**”).

Mr. Wu has never sold any Shares of the Company, and has increased his shareholdings in the Company several times since May 10, 2018. Including the Increase in Stake, Mr. Wu had in aggregate purchased 3,980,000 Shares.

Immediately after the Increase in Stake, Mr. Wu’s aggregate interest in the Company increased from 587,996,670 Shares to 588,696,670 Shares, representing an increase from approximately 12.88% to 12.89% of the issued share capital of the Company.

Mr. Wu has informed the Board that he is confident with the Company’s future business outlook and does not rule out the possibility of further increasing his shareholdings in the Company as and when appropriate.

By order of the Board

Meitu, Inc.

Wu Zeyuan

Chairman

Hong Kong, August 21, 2025

As at the date of this announcement, the executive director of the Company is Mr. Wu Zeyuan (also known as: Mr. Wu Xinhong); the non-executive directors of the Company are Mr. Chen Jiarong and Mr. Hong Yupeng; the independent non-executive directors of the Company are Mr. Zhou Hao, Mr. Lai Xiaoling and Ms. Poon Philana Wai Yin.