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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 “美图之家”)*
(Stock code: 1357)

GRANT OF SHARE AWARDS PURSUANT TO SHARE AWARD SCHEME

This announcement is issued by Meitu, Inc. (the “**Company**” and, together with its subsidiaries and consolidated affiliates, collectively the “**Group**”) pursuant to Rule 17.06A of the Listing Rules.

Reference is made to the announcement of the Company dated October 1, 2024 pursuant to which the Board (including the independent non-executive Directors) has, upon the recommendation of the Remuneration Committee, devised a share awards distribution and vesting plan in relation to Share Awards proposed to be granted to Mr. WU Zeyuan (“**Mr. Wu**”, the Chairman, Executive Director and CEO) over the next 3.5 years under the Share Award Scheme (the “**2024 CEO Incentive Plan**”), which was consistent with usual market practice for Internet companies.

The Board announces that on October 1, 2025, the Company granted an aggregate of 4,500,000 Share Awards (representing 4,500,000 Shares and approximately 0.099% of the total number of Shares in issue (excluding treasury shares, if any) as at the date of this announcement) to Mr. Wu in accordance with the 2024 CEO Incentive Plan, subject to the acceptance by Mr. Wu. Such Share Awards shall vest on October 1, 2026 with no performance targets attached.

In addition, the Board further announces that on October 1, 2025, the Company granted an aggregate of 253,065 Share Awards (representing 253,065 Shares and approximately 0.006% of the total number of Shares in issue (excluding treasury shares, if any) as at the date of this announcement) to certain other Employees pursuant to the Share Award Scheme, subject to the acceptance by such Employees, the details of which are as follows:

Grant Date of Share Awards	Number of Share Awards granted	Vesting period of Share Awards	Category of Grantees	Performance targets
October 1, 2025	253,065 Share Awards (representing 253,065 Shares)	On an annual basis equally over a period of 24 months from the Grant Date	Employees	No performance targets

The Share Awards granted to Mr. Wu and the other Employees will be satisfied by way of issuance of new Shares within the scheme mandate limit under the Share Award Scheme.

Each Share Award represents a conditional right upon vesting to obtain one Share at nil purchase price. The closing price of the Shares as at September 30, 2025, being the trading day immediately preceding the Grant Date which is a non-trading day, was HKD9.27 per Share.

Where a Grantee ceases to be an Employee (other than by reason of retirement, where applicable) or is declared bankrupt or becomes insolvent or makes any arrangement or composition with his/her creditors generally, any unvested Share Awards granted to the Grantee shall automatically lapse unless the Board determines otherwise.

REASONS FOR AND BENEFITS OF THE GRANT

The Grant is to align the interests of the Grantees with those of the Group through ownership of Shares, dividends and other distributions paid on Shares and/or the increase in value of the Shares, to recognise the contributions made by the Grantees and to attract and retain talent for the continuous operations and development of the Group.

The Remuneration Committee has considered the Grant in relation to Mr. Wu (including but not limited to the number of Share Awards granted, the vesting schedule, the absence of performance targets in relation to the Share Awards granted, the clawback / lapse mechanism, etc.), and is of the view that the terms and conditions of such Grant will provide a market competitive remuneration package to Mr. Wu, are consistent with the Company's remuneration policy, and are appropriate and align with the purposes of the Share Award Scheme, in order to recognise the contributions made by Mr. Wu to the Group and to incentivise him to further contribute towards the continuous operations and development of the Group.

Accordingly, the Board considers that the grant of the Share Awards to the Grantees conforms to the current situation and development of the Group and is consistent with the purposes of the Share Award Scheme.

LISTING RULES IMPLICATIONS

The grant of Share Awards to Mr. Wu is in accordance with the 2024 CEO Incentive Plan, and has been recommended by the Remuneration Committee and approved by the independent non-executive Directors. Such grant would not result in the Shares issued and to be issued in respect of all Share Awards granted to Mr. Wu in the 12-month period up to and including October 1, 2025 representing in aggregate over 0.1% of the total Shares in issue (excluding treasury shares, if any).

Saved as disclosed above, to the best knowledge of the Directors, as at the date of this announcement, (i) no other Grantee is a director, chief executive or substantial shareholder of the Company or an associate (as defined under the Listing Rules) of any of them; (ii) no Grantee is a related entity participant (as defined under Rule 17.03A(1) of the Listing Rules) or a Service Provider; and (iii) none of the Grantees is a participant with Share Awards and share options granted and to be granted to him/her exceeding the 1% individual limit under Rule 17.03D(1) of the Listing Rules.

NUMBER OF SHARES AVAILABLE FOR FUTURE GRANT

After the Grant, 408,842,346 Shares will be available for future grants pursuant to the Share Award Scheme (including Shares Awards previously granted but subsequently lapsed in accordance with the Share Award Scheme), out of which 45,171,340 Shares will be available for future grants to Service Providers within the scheme mandate limit.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

“Board”	the board of Directors
“CEO”	the chief executive officer of the Company
“chief executive”	has the meaning ascribed to it in the Listing Rules
“Director(s)”	the director(s) of the Company for the time being

“Employee(s)”	the employee(s) of the Group
“Grant”	the grant of 4,753,065 Share Awards (representing approximately 0.104% of the total number of Shares in issue (excluding treasury shares, if any) as at the date of this announcement) made on October 1, 2025 as disclosed in this announcement
“Grant Date”	the date on which the Share Awards are granted to a Grantee, being October 1, 2025
“Grantees”	the recipients of the Share Awards pursuant to the Grant who are eligible persons of the Group
“HKD”	Hong Kong dollars, the lawful currency of Hong Kong
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Remuneration Committee”	the remuneration committee of the Company
“Service Provider(s)”	has the meaning ascribed to it in the circular of the Company dated May 8, 2024
“Share Awards”	share awards granted by the Company pursuant to the Share Award Scheme
“Share Award Scheme”	the share award scheme adopted by the Company on June 5, 2024
“Share(s)”	ordinary share(s) in the share capital of our Company with a par value of US\$0.00001 each
“substantial shareholder”	has the meaning ascribed to it in the Listing Rules

By order of the Board
Meitu, Inc.
Wu Zeyuan
Chairman

Hong Kong, October 1, 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.