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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)

VOLUNTARY ANNOUNCEMENT

SHARE BUY-BACK PLAN

The Board is pleased to announce a share buy-back plan for up to HK\$300 million in value of Shares via on-market transactions pursuant to the Share Buy-back Mandate. The Plan will be valid for one year from the date of this announcement. The Plan will be subject to market conditions and will be exercised at the Board’s discretion. The Group will finance the Plan from its existing available cash reserves.

This announcement is made by Meitu, Inc. (the “**Company**”, together with its subsidiaries and consolidated affiliates, collectively the “**Group**”) on a voluntary basis.

The board of directors of the Company (the “**Board**”) has decided to exercise the powers granted to it under the share buy-back mandate approved by the shareholders of the Company (the “**Shareholders**”) at the annual general meeting held on June 5, 2025, and where applicable, any subsequently renewed share buy-back mandate approved by the Shareholders (collectively, “**Share Buy-back Mandate**”) to purchase shares of the Company from the date of this announcement (the “**Plan**”). The Plan will cover the purchase of up to HK\$300 million in value of shares of the Company (“**Shares**”) via on-market transactions. The Plan will be valid for one year from the date of this announcement.

The Plan will be subject to market conditions and will be exercised at the Board’s discretion as and when it sees fit. The Group will finance the Plan from its existing available cash reserves. The Board will conduct share buy-back in accordance with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”), the memorandum and articles of association of the Company, the laws of the Cayman Islands (being the jurisdiction in which the Company was incorporated) and all other applicable laws and regulations.

The Board believes that the current financial resources of the Company would enable it to implement the Plan while maintaining a solid financial position for the growth of the Group’s business. The Plan also reflects the Board’s confidence in the prospects of the Company and its commitment to enhancing Shareholder return.

Shareholders and potential investors should note that any buyback of Shares by the Company under the Plan will be subject to market conditions and will be made at the Board's discretion. There is therefore no assurance as to the timing, quantity or price of any Shares to be purchased under the Plan. Accordingly, Shareholders and potential investors are advised to exercise caution when dealing in the Shares.

The Company will comply with the relevant disclosure requirements under the Listing Rules in relation to all buy-backs of Shares conducted by the Company pursuant to the Share Buy-back Mandate and the Plan.

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

Hong Kong, March 27, 2026

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.