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 July 3, 2026, Mr. Wu made on-market purchases on The Stock Exchange of Hong Kong Limited of 1,600,000 shares of the Company ("**Shares**"), at an average price of HK$4.023 per Share (the "**Increase in Stake**").

Mr. Wu has never sold any Shares of the Company, and has demonstrated his continued confidence in the Company by increasing his shareholding in the Company on multiple occasions since May 10, 2018. Taking into account the Increase in Stake, Mr. Wu had purchased an aggregate of 5,580,000 Shares.

Immediately after the Increase in Stake, Mr. Wu's aggregate interest in the Company increased from 593,196,670 Shares to 594,796,670 Shares, representing an increase from approximately 12.93% to 12.97% of the issued share capital of the Company.

Mr. Wu has informed the Board that, given the Company's accelerating product innovation momentum and long-term growth potential, he does not rule out the possibility of further increasing his shareholding in the Company as and when appropriate.

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

Hong Kong, July 3, 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.