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 BUSINESS AND FINANCIAL PERFORMANCE UPDATE FOR THE SIX MONTHS ENDED JUNE 30, 2026

This is a voluntary announcement made by the board of directors of Meitu, Inc. (the "**Company**" and, together with its subsidiaries and consolidated affiliates, collectively the "**Group**") (the "**Board**"). Based on information currently available to the Group and the Board's preliminary assessment of the Group's unaudited consolidated management accounts (the "**Management Accounts**") for the six months ended June 30, 2026 (the "**Period**"), the Board wishes to inform the shareholders of the Company ("**Shareholders**") and potential investors about the latest business update and preliminary financial performance of the Group for the Period.

1. Core operating metrics

- As of June 2026, monthly active users ("**MAU**") reached approximately 282 million, with MAU from Applications for Productivity reaching a historical high of 33 million and MAU from Applications for Leisure remaining largely stable.

- As of June 2026, paying subscribers continued to grow steadily and exceeded 18.44 million. Among which, paying subscribers from Applications for Productivity increased by 29.8% year-on-year (**"YoY"**) to 2.35 million, while those from Applications for Leisure increased by 18.8% YoY to 16.09 million.

- ARR[1] for AI-driven Productivity Applications as of June 2026 was approximately RMB620 million, representing a YoY increase of 47.8%. Among them, *Kaipai* and *Vmake* more than doubled and tripled in ARR YoY, respectively, while *MVLAND*, being one of our new products, doubled its ARR within just three months since launch. In addition, AI credits consumed by users[2] recorded over 46% sequential growth in both the first and second quarters of 2026, with the growth rate further strengthening in the second quarter, reflecting sustained user engagement with AI-driven visual creation workflows.

1 ARR, or Annual Recurring Revenue, is calculated by annualising monthly recurring revenue from active subscriptions and usage-based consumption. This figure excludes revenues from products and services that are non-recurring in nature.
2 Refers to the paid AI credits obtained by users either through subscription packages or pay-as-you-go top-ups.

2. Financial performance update

- For the six months ended June 30, 2026, revenue (unaudited) from our core business of Photo, video and design products increased by 30.9% YoY to approximately RMB1.8 billion, within which:

    - Revenue from Applications for Productivity increased by 40.1% YoY and accounted for over 18% of revenue from Photo, video and design products. As the Group exited the stock photo business by the end of 2025, such YoY growth rate is presented on a like-for-like basis, excluding the contribution from this legacy business in the six months ended June 30, 2025 (RMB27 million), to better reflect the growth momentum of our Applications for Productivity.

    - Revenue from Applications for Leisure increased by 32.3% YoY and accounted for approximately 82% of revenue from Photo, video and design products, reflecting continued enhancement in monetisation and the progress in our globalisation strategy.

- Adjusted net profit attributable to owners of the Company(3) for the Period may record a YoY increase of between 36% and 40% on a non-International Financial Reporting Standards ("**IFRS**") basis. Such strong growth momentum was primarily driven by revenue growth in the Group's core business of Photo, video and design products, fueled by a continuing growth in paying subscribers and an increase in average revenue per paying user. Notably, paying subscriber growth in international markets continued to outpace that of Mainland China, validating the Group's globalisation strategy. Gross profit growth, driven by such revenue momentum, has exceeded that of operating expenses. The resulting operating leverage has amplified the Group's profitability relative to its gross profit growth.

- The adjusted net profit attributable to owners of the Company excludes certain non-cash and non-operating items (such as share-based compensation, changes in the fair value of the Group's short-term and long-term investments, etc.). After taking into account all non-cash and non-operating items, the net profit attributable to owners of the Company for the Period, prepared in accordance with IFRS, is expected to increase by no less than 35% as compared with that for the six months ended June 30, 2025.

As the Management Accounts have not been reviewed by the Company's auditors or audit committee, the actual interim results of the Company for the Period may be different from what is disclosed in this announcement. The information contained in this announcement may be subject to change and adjustment. As such, Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the Period to be published in August 2026.

Accordingly, Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, July 30, 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.

[3] A general metric used in the industry to measure the Group's operating performance. Please see the Company's 2025 annual report for a more detailed definition.