meitu

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 CLARIFICATION REGARDING CERTAIN ONLINE FORUM POSTS AND 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. It has come to the attention of the Company today that certain online forum posts referred to Mr. Wu Zeyuan (also known as: Mr. Wu Xinhong) ("**Mr. Wu**"), the Founder, Chairman and Chief Executive Officer of the Company, alleging that Mr. Wu has disposed of (or intends to dispose of) his shareholding in the Company (the "**Rumours**").

To avoid any potential public misunderstanding, the Company wishes to provide the following clarification. The board of directors of the Company (the "**Board**") was informed by Mr. Wu that he has never sold any shares of the Company ("**Shares**"), and has no plan or intention to sell any Shares or otherwise reduce his shareholding in the Company.

Mr. Wu has demonstrated his continued confidence in the Company by increasing his shareholding in the Company on multiple occasions since May 10, 2018. The Board was further informed by Mr. Wu that on September 15, 2026, he had made on-market purchases of 1,000,000 Shares on The Stock Exchange of Hong Kong Limited at an average price of HK$3.899 per Share (the "**Increase in Stake**"). Following the Increase in Stake, Mr. Wu's aggregate interest in the Company increased from 594,796,670 Shares to 595,796,670 Shares, representing an increase from approximately 12.97% to 12.99% of the issued share capital of the Company. Since May 10, 2018, Mr. Wu has purchased an aggregate of 6,580,000 Shares.

Mr. Wu further reiterated to the Board his view that the Company's business fundamentals remain strong, and 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.

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

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

Hong Kong, September 15, 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, Mr. Hong Yupeng and Mr. Jin Qin; the independent non-executive directors of the Company are Mr. Zhou Hao, Mr. Lai Xiaoling and Ms. Poon Philana Wai Yin.