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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 “美圖之家”)

(Stock Code: 1357)

**VOLUNTARY ANNOUNCEMENT
CLARIFICATION IN RELATION TO CERTAIN MARKET RUMOURS**

This is a voluntary announcement made by Meitu, Inc. (the “**Company**”, together with its subsidiaries and Xiamen Meitu Networks Technology Co., Ltd. and its subsidiaries, collectively the “**Group**” for the purpose of this announcement).

The Company noted that there were recent media reports relating to the WeChat Official Account Platform of Hunan province’s Cyberspace Administration of China (“**CAC**”) entitled “Yiyang City’s CAC imposes administrative sanctions on Meitu Xiu Xiu net” (益陽市網信辦依法對美圖秀秀網作出行政處罰) regarding the sanctioning of Meitu Xiu Xiu net (mdxx8.com) (the “**Sanctioned Website**”) by the Yiyang City’s CAC for contravention of the Cybersecurity Law of the People's Republic of China (the “**Media Reports**”).

To avoid any potential public misunderstanding, the Company wishes to clarify that the Sanctioned Website mentioned in the Media Reports have no relationship with the Group or its software application the *Meitu* app (<https://pc.meitu.com/>) (the “**Meitu app**”), nor does the Group have any interest in the Sanctioned Website or the companies or businesses operating it. In case the Sanctioned Website violates any legal rights and interests of the Group (including but not limited to those associated with the *Meitu* app), the Company will take all necessary legal actions in order to safeguard its rights and interests as and when appropriate.

The Group and its software application the *Meitu* app have always been in strict compliance with the applicable laws and regulations relating to network, data and information security, in order to provide a safe and reliable environment for its users.

By order of the Board
Meitu, Inc.
Cai Wensheng
Chairman

Hong Kong, September 22, 2021

As at the date of this announcement, the executive directors of the Company are Mr. Cai Wensheng and Mr. Wu Zeyuan (also known as: Mr. Wu Xinhong); the non-executive directors of the Company are Dr. Guo Yihong, Dr. Lee Kai-fu and Mr. Chen Jiarong; the independent non-executive directors of the Company are Mr. Zhou Hao, Mr. Lai Xiaoling and Ms. Kui Yingchun.