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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

INCREASE IN SHAREHOLDINGS IN THE COMPANY BY THE FOUNDER, CHIEF EXECUTIVE OFFICER AND EXECUTIVE DIRECTOR

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, Chief Executive Officer and Executive Director of the Company, that on April 1, 2022, Mr. Wu has made on-market purchases on The Stock Exchange of Hong Kong Limited of 1,000,000 shares of the Company (“**Shares**”), at an average price of approximately HK\$0.9661 per Share (“**Mr. Wu’s Increase in Stake**”).

Immediately before Mr. Wu’s Increase in Stake, Mr. Wu was interested in an aggregate of 567,946,670 Shares, representing approximately 12.87% of the issued share capital of the Company.

Immediately after Mr. Wu’s Increase in Stake, Mr. Wu became interested in an aggregate of 568,946,670 Shares, representing approximately 12.90% of the issued share capital of the Company.

Mr. Wu has informed the Board that as disclosed in the 2021 annual results announcement of the Company dated March 30, 2022 (the “**Announcement**”), the Company’s revenue and Adjusted Net Profit (as defined in the Announcement) in 2021 has increased significantly compared to that of 2020, primarily driven by the strong growth in the VIP subscription and image SaaS (software-as-a-service) businesses. At present, the VIP subscription and image SaaS businesses have grown into ‘the second curve’ that drives the Company’s sustainable development. Moreover, with the expansion of the service scope of these businesses (that is, from the beautification needs focusing on life scenarios to the design needs focusing on work scenarios), it is believed that these businesses will have further development potential in the future. Therefore, Mr. Wu is confident with the Company’s future revenue and earnings prospects.

At the same time, from the long-term development perspective, the Company’s current active deployment in the beauty industry SaaS business has a good momentum of development, which is also expected to bring more growth momentum to the Company in the future. Hence, Mr. Wu is

confident with the Company's future business outlook and does not rule out the possibility of further increasing his shareholdings in the Company as and when appropriate.

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

Hong Kong, April 1, 2022

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.