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Zhihu Inc.

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(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)

(Stock Code: 2390)

DATE OF BOARD MEETING

The board of directors (the “**Board**”) of Zhihu Inc. (together with its subsidiaries, the “**Company**”) hereby announces that a meeting of the Board will be held on Wednesday, March 22, 2023, for the purpose of considering and approving, *inter alias*, (i) the unaudited quarterly results of the Company for the three months ended December 31, 2022 and its publication, and (ii) the unaudited annual results of the Company for year ended December 31, 2022 and its publication.

The Company’s management will hold an earnings conference call on Wednesday, March 22, 2023, at 7:00 A.M. U.S. Eastern Time or 7:00 P.M. Beijing/Hong Kong Time on the same day.

All participants wishing to join the conference call must pre-register online using the link provided below. Once the pre-registration has been completed, participants will receive dial-in numbers, a passcode, and a unique registrant ID which can be used to join the conference call. Participants may pre-register at any time, including up to and after the call start time.

Participant Online Registration: <https://dpreister.com/sreg/10176364/f620171988>

By Order of the Board

Zhihu Inc.

Yuan Zhou

Chairman

Hong Kong, March 10, 2023

As of the date of this announcement, the board of directors of the Company comprises Mr. Yuan Zhou, Mr. Dahai Li, and Mr. Henry Dachuan Sha as executive directors, Mr. Zhaohui Li and Mr. Bing Yu as non-executive directors, and Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen as independent non-executive directors.