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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)*

INSIDE INFORMATION POSITIVE PROFIT ALERT

This announcement is issued by Meitu, Inc. (the “**Company**” and, together with its subsidiaries and consolidated affiliates, collectively the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Based on the information currently available to the Company and the preliminary review by the board of directors of the Company (the “**Board**”) on the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 (the “**Management Accounts**”), it is expected that, on a non-International Financial Reporting Standards basis, the Group may record a year-over-year growth in adjusted net profit attributable to the owners of the Company¹ for the six months ended June 30, 2025 (the “**Period**”) of between 65% and 72% compared to the six months ended June 30, 2024 (the “**Corresponding Period Last Year**”).

Such strong profitability was primarily driven by the rapid revenue growth in the Group’s core business of photo, video, and design products, which was in turn led by the growth in the paying subscribers over the past six months. The high gross profit margin of this business, coupled with its growing contribution to the revenue mix, has expanded the Group’s gross profit and gross profit margin year-over-year. At the same time, the increase in comprehensive operating expenses during the Period was lower than the growth in gross profit, resulting in an increase in operating leverage that further improved profitability.

The adjusted net profit attributable to the owners of the Company excludes certain non-cash and non-operating items (such as share-based compensation, impairment losses, and fluctuations of financial assets at fair value through profit or loss, etc.). If these non-cash and non-operating items are taken into account, the net profit attributable to owners of the Company for the Period is expected to increase by no less than 30% as compared with that for the Corresponding Period Last Year.

It should be noted that the Company is still in the course of finalising its interim results for the Period (the “**Interim Results**”). The information contained in this announcement is only based on information currently available to the Group and the Board’s preliminary assessment of the Management Accounts, which have not been reviewed by the Company’s auditors or audit committee. As such, the actual Interim Results may be different from what is disclosed in this announcement. The shareholders of the

¹ A general metric used in the industry to measure the Group’s operating performance. Please see the Company’s 2024 annual report for a more detailed definition.

Company and potential investors are therefore advised to read carefully the Interim Results announcement of the Company to be published in August 2025.

Accordingly, shareholders of the Company 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 21, 2025

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 Dr. Guo Yihong, 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.