

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



MemeStrategy, Inc.

迷策略

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2440)

CHANGE OF AUDITOR

This announcement is made by MemeStrategy, Inc. (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.51(4) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

RESIGNATION OF AUDITOR

The board of directors (the “**Board**”) of the Company hereby announces that as the Company and the Company’s auditor, Ernst & Young (“**EY**”), have not been able to reach an agreement on the audit fee for the financial year ending 31 December 2025. At the request of the Board, EY has resigned as the auditor of the Company with effect from 22 July 2025.

EY has confirmed in its letter of resignation dated 22 July 2025 that there are no matters in connection with its resignation that need to be brought to the attention of the shareholders of the Company (the “**Shareholders**”). The Board and the audit committee of the Company (the “**Audit Committee**”) have also confirmed that, save for the disagreement on the audit fee for the financial year ending 31 December 2025, there are no other disagreements or unresolved matters between the Company and EY or other circumstances in respect of the above resignation that need to be brought to the attention of the Shareholders and creditors of the Company.

As at the date of this announcement, the Board confirmed that EY has not yet commenced any audit work on the consolidated financial statements of the Group for the year ending 31 December 2025. It is therefore expected that the change of auditor will not have any significant impact on the annual audit of the Group for the year ending 31 December 2025.

The Board would like to take this opportunity to express its sincere gratitude to EY for its professional services and support rendered to the Group in the past years.

APPOINTMENT OF AUDITOR

The Board further announces that, with the recommendation of the Audit Committee, Deloitte Touche Tohmatsu (“**Deloitte**”) has been resolved to be appointed as the auditor of the Company with effect from 22 July 2025 to fill the casual vacancy following the resignation of EY. Deloitte shall hold office until the conclusion of the next annual general meeting of the Company.

The Audit Committee has considered a number of factors in assessing the appointment of Deloitte, including but not limited to (i) the fee quote and audit proposal of Deloitte; (ii) its audit experience, industry knowledge and technical competence in handling audit work for companies listed on the Stock Exchange; (iii) its independence from the Group and objectivity; (iv) its market reputation and track record; (v) its resources and capabilities including manpower, time commitment and composition of audit working team; and (vi) the guidelines issued by the Accounting and Financial Reporting Council. Based on the above, the Audit Committee has assessed and considered that Deloitte is independent, competent and capable to perform a high quality audit and is suitable to act as the auditor of the Company. The Board and the Audit Committee are of the view that the change of auditor would enhance the cost effectiveness of the Company’s audit while maintaining audit quality, and thus is in the interest of the Company and its Shareholders as a whole.

The Board would like to take this opportunity to express its warm welcome to Deloitte on its appointment as the auditor of the Company.

By Order of the Board
MemeStrategy, Inc.
CHAN Chin Ching
Chairman and executive Director

Hong Kong, 22 July 2025

As at the date of this announcement, the Board comprises Mr. Chan Chin Ching, Mr. Chan Chin Chun, Mr. Kwong Kevin Tak Tsing and Mr. Lee Alexander Patrick as executive Directors; and Mr. Ng Pui Sun Wesley, Ms. Peng Cheng and Mr. Siu Chi Wai as independent non-executive Directors.