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)

(1) INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED JUNE 30, 2025 (2) PAYMENT OF INTERIM DIVIDEND OUT OF SHARE PREMIUM ACCOUNT (3) PROPOSED AMENDMENTS TO THE ARTICLES OF ASSOCIATION AND ADOPTION OF THE NEW ARTICLES OF ASSOCIATION (4) CLOSURE OF REGISTER OF MEMBERS AND (5) RESIGNATION OF NON-EXECUTIVE DIRECTOR

The board (the "**Board**") of directors (the "**Directors**") of Meitu, Inc. (the "**Company**") is pleased to announce the unaudited consolidated results of the Company, its subsidiaries and consolidated affiliates (collectively the "**Group**") for the six months ended June 30, 2025.

In this announcement, "Meitu", "we", "us", and "our" refer to the Company (as defined above) and where the context otherwise requires, the Group (as defined above).

KEY HIGHLIGHTS

- Monthly Active Users ("**MAU**") reached 280 million in June 2025, representing 8.5% year-on-year ("**YoY**") growth, a further acceleration from 6.7% YoY growth recorded in December 2024. The number of paying subscribers reached approximately 15.4 million, among which approximately 13.6 million are from Products for leisure and 1.8 million from Productivity tools.
- In terms of productivity, we have seen strong YoY growth in both MAU and paying subscribers. In July 2025, we officially launched our AI design agent – *RoboNeo*, an advanced generative AI ("**GenAI**") tool that empowers users to create high-quality visual content through intelligent design automation. *RoboNeo* provides a prompt-driven interactive design interface for idea generation and visual editing, and supports a wide spectrum of use cases in branding, social media, fashion and more.
- In terms of globalisation, we have witnessed considerable growth momentum across our product portfolios. MAU from the markets outside of Mainland China grew by 15.3% YoY to 98 million. We continue to seize opportunities in the global productivity tools market, with our Productivity tools segment achieving more than 90% YoY growth in terms of MAU in markets outside of Mainland China.
- In the six months ended June 30, 2025, our overall gross margin continued to improve mainly due to the increasing contribution of our high-margin Photo, video, and design products business to the revenue mix. With increased operational leverage, our Net Profit* and Adjusted Net Profit* have increased by 30.8% and 71.3% YoY, respectively.

* *Attributable to Owners of the Company*

KEY FINANCIAL DATA

	Six months ended June 30,		YoY
	2025	2024	change
	RMB'000	*RMB'000*	*(%)*
Revenue	**1,821,188**	1,621,159	12.3%
– Photo, video and design products	**1,351,353**	930,573	45.2%
– Advertising	**433,549**	412,914	5.0%
– Solutions for beauty industry	**30,065**	270,574	-88.9%
– Others	**6,221**	7,098	-12.4%
Gross Profit	**1,339,564**	1,052,613	27.3%
Gross Margin	**73.6%**	64.9%	8.7p.p.
Profit for the period	**379,244**	303,721	24.9%
Net Profit attributable to Owners of the Company	**397,020**	303,428	30.8%
Adjusted Net Profit attributable to Owners of the Company(1)	**467,429**	272,800	71.3%

(1) For details of Adjusted Net Profit attributable to Owners of the Company, please refer to the section headed "Management Discussion and Analysis – Profit for the Period and Non-IFRSs Measure: Adjusted Net Profit".

KEY OPERATIONAL DATA

	As of June 30,		
	2025	2024	YoY change
	millions	*millions*	*(%)*
Total MAU	**280**	258	8.5%
Breakdown by application use case:			
– Products for leisure(1)	**257**	239	7.5%
– Productivity tools(2)	**23**	19	21.1%
Breakdown by geography:			
– Mainland China	**182**	173	5.2%
– Markets outside of Mainland China	**98**	85	15.3%

(1) "Life" has been renamed to "Products for leisure" without any other change and refers to users from products focusing on casual use cases such as photography, image and video editing, etc.

(2) "Productivity" has been renamed to "Productivity tools" without any other change and refers to users from products focusing on productivity use cases such as commercial photography, commercial design, professional video editing, etc.

STRATEGIC HIGHLIGHTS

Dear Shareholders,

Thank you for being part of the Meitu journey. The last six months have marked another exciting chapter, underpinned by our unwavering commitment to the strategic direction of "Productivity and Globalisation".

We have achieved strong financial results. In the six months ended June 30, 2025, our revenue grew by 12.3% YoY to RMB1.8 billion, Net Profit attributable to Owners of the Company increased by 30.8% YoY to RMB397 million, and Adjusted Net Profit attributable to Owners of the Company increased by 71.3% YoY to RMB467 million.

In addition, both of our MAU and paying subscribers have shown robust growth. Total MAU reached 280 million in June 2025, with MAU from markets outside of Mainland China growing by 15.3% YoY to 98 million. Total paying subscribers grew by over 42.0% YoY to approximately 15.4 million, with 1.8 million from Productivity tools. These financial and operational metrics further validate our strategic direction and demonstrate the effectiveness of our AI capability in enhancing product strength.

Our commitment to AI is a key driver of our strategic vision. We recognise AI's transformative potential to lower the barriers to creativity and reinvent workflows. Our AI-powered initiatives in image, video and design provide both everyday users and professional designers with advanced tools. For example, our AI design agent, *RoboNeo*, serves as a smart creative assistant, enabling users to produce high-quality visual content with unprecedented efficiency and ease.

Additionally, AI is revolutionising what is possible. A prime example is our "*AI Flash*" feature launched in June 2025. Unlike conventional brightness adjustments, it replicates an authentic flashlight effect by leveraging our large model's understanding of optics. Another example is *Wink*'s "*Quality Restoration*" feature, which automatically identifies and rectifies image or video imperfections with one click, something unattainable previously through manual adjustments. These innovations demonstrate AI's power to deliver superior results and ultimately drive up subscription willingness.

We prioritise delivering exceptional user experiences over developing proprietary foundational AI models from scratch. Whether leveraging third-party APIs or proprietary fine-tuned versions of open-source models, we focus on creating high-quality images and videos. This strategy not only avoids the significant costs of developing foundational models, but also allows us to tailor our AI applications specifically to the aesthetic needs of our users, which generalised models often struggle with. By focusing on vertical models, we ensure that every output meets the highest aesthetic standard and is uniquely suited to that particular use case.

As one of our strategic directions, Productivity tools segment is critical for our long-term growth. *DesignKit* provides product templates tailored for e-commerce, enabling users to easily create compelling product visuals to improve sales conversion. *Kaipai* facilitates the effortless production of professional-quality talking videos, empowering users to concentrate on content creation rather than technical execution. By automating manual processes, we are equipping users with the means to realise their creative visions with minimal technical expertise. With *DesignKit* and *Kaipai* achieving significant YoY growth in paying subscribers, we are confident that we can continue to meet diversified demands from content creators in a variety of industries. Furthermore, we see significant untapped growth potential in the global market. Our Productivity tools segment has achieved more than 90% YoY growth in MAU and even faster growth in paying subscribers in markets outside of Mainland China.

Regarding globalisation, our localised strategies are proving successful. Both *Wink* and *Vmake* have achieved impressive growth in MAU and paying subscribers in markets outside of Mainland China by adapting features to local users' preferences, such as popular hair colours in Indonesia and video dubbing habits in Japan. In addition, we collaborate with local influencers to amplify our marketing efforts and social media presence. This localised approach allows us to strengthen user perception and drive conversion efficiency in global markets.

Going forward, we remain deeply committed to driving innovation and sustained growth via strategic investments in AI, particularly in vertical model training. We firmly believe that AI will reduce barriers to creative expression, empowering more individuals to participate in the world of design and creation.

Finally, the Board has recommended the payment of an interim dividend of HK$0.045 per ordinary share (the "**Interim Dividend**") in cash out of the share premium account of the Company (the "**Share Premium Account**") for the six months ended June 30, 2025 (six months ended June 30, 2024: nil), conditional upon, among others, the approval by the shareholders of the Company (the "**Shareholders**") at the forthcoming extraordinary general meeting of the Company (the "**EGM**"). Such proposed dividend is expected to be paid on or about September 26, 2025 to the Shareholders whose names appear on the register of members of the Company at the close of business on September 18, 2025. Details of the EGM and payment of the Interim Dividend are set forth in the sections headed "Management Discussion and Analysis — Dividends", "Other Information — Extraordinary General Meeting" and "Other Information — Closure of Register of Members and Date of Payment of Interim Dividend" in this announcement.

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS OVERVIEW

Mission

Founded in 2008, we are an AI technology company with the mission to unite art and technology. We are committed to creating world-class digital creation tools to make the production of photos, videos, and designs easier with the best user experience.

Our Businesses

Our businesses can be organised into four reportable segments:

- Photo, Video, and Design Products
- Advertising
- Solutions for Beauty Industry
- Others

Photo, Video and Design Products

With a focus on the photo and video industry, we have created a comprehensive portfolio of products to meet the demands of the creator community, including every-day users, KOLs, professional designers, small businesses and others. We have also accumulated profound insights into users' aesthetic needs and the forefront trend of photo and video development, with which we endeavour to provide top-performance products for a variety of vertical use cases. As a result, we have built up a massive and highly valuable user base, who actively utilises our products for both leisure and productivity purposes. As of June 30, 2025, we have 280 million MAU, growing at 8.5% YoY. Our users can enjoy a variety of free features, with the option to pay for a subscription plan or for specific features and functions. As of June 30, 2025, we had approximately 15.4 million paying subscribers, with a paying subscription rate of 5.5%.

Our Photo, video and design products can be grouped under Products for leisure and Productivity tools:

Products for Leisure

The *Meitu app*, *BeautyCam* and *Wink* are our core products in the fields of image and video editing, as well as camera and photoshooting, for leisure purposes. As of June 30, 2025, total MAU for Products for leisure has increased by 7.5% YoY to 257 million, primarily driven by our core products' growth in markets outside of Mainland China.

As our flagship product focusing on users' needs for "*Photo Retouching*" and "*Portrait Beautification*", the *Meitu app* consistently ranks first in terms of MAU within mobile image editing market in China for the six months ended June 30, 2025, based on Questmobile. Users can easily access a variety of functions via the *Meitu app*'s main page, such as "*Portrait Beautification*", "*Photo Collage*", "*Enhancer*", etc. The *Meitu app* also recommends some of the most popular functions, such as "*AI Flash*" and "*AI Removal*", for users to further explore and try on. With fast-developing GenAI technologies, the *Meitu app* has been continuously improving its functions and features, especially paying features, to drive subscription conversions. For example, in response to users' strong demand for improved lighting in backlit photos, we launched "*AI Flash*" in June 2025. Compared to traditional methods of adjusting brightness through colour correction, "*AI Flash*" leverages large model's understanding of optics to simulate realistic light and shadow interactions based on the photo's elements, generating authentic lighting effects. For example, it can simulate the interplay of light and shadow on facial features, offering a natural effect similar to a real-life flashlight. The feature was well-received by users, especially in regions such as Southeast Asia and certain parts of Europe, reaching approximately 1.9 million users globally within one month of launch.

BeautyCam focuses on the photoshooting function and caters to users who prefer taking photos with embedded filters and styles. Users can choose a variety of effects ranging from make-up filters to special camera settings to cater to their preferences. In the six months ended June 30, 2025, *BeautyCam* has achieved significant growth in terms of both MAU and paying subscribers in markets outside of Mainland China, primarily due to the release of "*AI Wardrobe*" in February 2025, which gained widespread popularity across various regions and countries including Southeast Asia, the United States, and the United Kingdom.

Wink is our AI video editing tool, enabling users to directly edit and retouch videos. Users can either choose pre-made video templates for quick production, or upload their own video materials and use the in-app functions to retouch individual faces, enhance video quality, trim and adjust video length, etc. In the six months ended June 30, 2025, *Wink* has achieved rapid growth in terms of both MAU and paying subscribers, primarily driven by the popularity of "*Quality Restoration*" feature in both Mainland China and markets outside of Mainland China. Empowered by AI, "*Quality Restoration*" feature can automatically identify and rectify quality issues in images or videos, including blurriness caused by motion or distance, reduced visual clarity due to dust, and imperfections such as cuts or scratches. In addition to general use cases, *Wink* offers specialised enhancements for various vertical-specific scenarios, such as gaming, anime, and texts.

Productivity Tools

For Productivity tools, we focus on building tools around the "vertical-specific AI workflows in digital content creation." We offer various products to cater to distinctive needs from users in different markets. As of June 30, 2025, total MAU for Productivity tools has increased by 21.1% YoY to 23 million, primarily driven by our products' growth in markets outside of Mainland China.

Our e-commerce design products, such as *DesignKit*, focus on the "AI workflow for e-commerce design," enabling users, such as e-commerce merchants and content creators, to efficiently edit or design pictures for professional use. For example, users can carve out the product item from the original picture and easily replace the background for better visual presentation. Alternatively, users can change one product's style, such as colour and size, without the need to take more pictures offline. *DesignKit* aims to improve efficiency for our users, reducing time and resources needed for making commercial-use pictures and posters.

Our talking video products, such as *Kaipai*, specialise in "AI workflow for video production," empowering users to easily create professional talking videos, either based on pre-made templates or their own designs. Users can also easily generate scripts based on simple prompts and use the "*AI Prompter*" function for easy recording. *Kaipai* provides additional advanced editing tools, such as video and image enhancer, background removal, video and audio-to-text, to make video production more accessible and efficient for content creators. In the six months ended June 30, 2025, we have seen significant growth traction for *Kaipai*, further solidifying our confidence in pursuing our productivity strategy.

In addition, in July 2025, we officially launched our AI agent – *RoboNeo*. *RoboNeo* is a multimodal Al assistant that combines the power of computer vision, natural language processing, and GenAI to function as a smart co-creator for digital visual content. Inspired by users' evolving needs from design ideation to development, *RoboNeo* delivers an interactive design experience with high levels of automation and customization. Users can start by inputting simple text prompts, with the option to upload reference images and videos. *RoboNeo* will then generate a variety of visual outputs based on users' requests, including logos, posters, interior design sketches, digital avatar and more. By simulating human-like aesthetic judgment, *RoboNeo* evaluates visual balance, brand tone, and audience relevance to suggest iterative improvements to users, who can further adjust the output by either text prompts or manual changes. By leveraging both in-house large vision model and open-source models, *RoboNeo* aims to provide the best user experiences and make the end-to-end design process more efficient. Going forward, in addition to offering *RoboNeo* as a standalone product, we aim to integrate its capabilities across our product portfolios to further empower vertical use cases and enhance user engagement.

Advertising

For online advertising, we mainly generate revenue from programmatic advertisement and brand advertisement. For programmatic advertisement, we have established long-term partnerships with multiple leading advertising network platforms, enabling efficient bidding process through our independently operated bidding platform. We continuously provide high-quality advertising resources to our partnering network platforms, which in turn bring us ample advertiser resources and diverse advertising demands. This has resulted in a mutually beneficial partnership for both sides. For brand advertisement, we offer a variety of advertising formats to meet diverse needs of advertisers. In addition to traditional splash ads and banner ads, we also offer AI-enabled formats to advertisers, such as "*Creative Effects*" and "*AI Template*" to produce interactive and entertaining content to our users, further driving engagement between our users and advertisers.

Solutions for Beauty Industry

We provide Enterprise Resource Planning ("**ERP**") services to offline cosmetic stores, overseeing business changes such as pricing, sales trend and inventory status. We also provide cosmetic supply chain management services.

Additionally, we provide AI skin analysis solutions for the beauty industry, including skincare brands, medical aesthetic clinics and beauty salons. Using our skin-analysing hardware and AI skin analysis software, our clients can effectively evaluate skin conditions of their customers, as well as recommend tailored skincare treatments and products. This process will also help our clients increase sales conversion as well as customer retention.

Others

Others segment contains mainly legacy products and services, which are considered as non-core to our focus on the "Productivity and Globalisation" strategy going forward.

Six months ended June 30, 2025 compared to six months ended June 30, 2024

	Unaudited Six months ended June 30, 2025 *RMB'000*	Unaudited Six months ended June 30, 2024 *RMB'000*
Revenue	**1,821,188**	1,621,159
Cost of sales	**(481,624)**	(568,546)
Gross profit	**1,339,564**	1,052,613
Selling and marketing expenses	**(293,370)**	(204,970)
Administrative expenses	**(218,799)**	(177,578)
Research and development expenses	**(451,347)**	(425,274)
Net impairment losses on financial assets	**(17,201)**	(2,633)
Reversal of impairment losses on cryptocurrencies	**–**	68,145
Other income	**14,537**	21,500
Other gains, net	**10,201**	1,448
Finance income, net	**37,364**	23,896
Shares of losses of investments accounted for using the equity method	**(4,270)**	(13,489)
Profit before income tax	**416,679**	343,658
Income tax expense	**(37,435)**	(39,937)
Profit for the period	**379,244**	303,721
Profit/(Loss) attributable to:		
– Owners of the Company	**397,020**	303,428
– Non-controlling interests	**(17,776)**	293
Non-IFRSs measure:		
Adjusted Net Profit/(Loss) attributable to		
– Owners of the Company(1)	**467,429**	272,800
– Non-controlling interests	**(17,090)**	978
	450,339	273,778

(1) For details of Adjusted Net Profit attributable to Owners of the Company, please refer to the section headed "Management Discussion and Analysis – Profit for the Period and Non-IFRSs Measure: Adjusted Net Profit".

Revenue

Our revenue can be categorised into below segments: (i) Photo, video and design products; (ii) Advertising; (iii) Solutions for beauty industry; and (iv) Others. For Photo, video and design products, we generate revenue mainly through subscriptions and in-app purchases. For Advertising, we generate revenue through multiple pricing models, including cost-per-duration, cost-per-impression, and cost-per-click. Under Solutions for beauty industry, we generate revenue through ERP solutions and cosmetic supply chain management services for cosmetic retail outlets, as well as skin analysis services.

The following table presents our revenue lines and each line as percentages of our total revenue for the periods presented. For the six months ended June 30, 2025, our total revenue increased by 12.3% to RMB1,821.2 million from RMB1,621.2 million for the six months ended June 30, 2024. Such increase was primarily attributable to the rapid revenue growth from our subscription-based Photo, video, and design products, which was in turn led by the growth in our paying subscribers over the six months ended June 30, 2025.

	Six months ended June 30,			
	2025		2024	
	Amount *RMB'000*	**% of total revenues**	Amount *RMB'000*	% of total revenues
Photo, video and design products	**1,351,353**	**74.2%**	930,573	57.4%
Advertising	**433,549**	**23.8%**	412,914	25.5%
Solutions for beauty industry	**30,065**	**1.7%**	270,574	16.7%
Others	**6,221**	**0.3%**	7,098	0.4%
Total	**1,821,188**	**100.0%**	1,621,159	100.0%

Photo, Video and Design Products

Our Photo, video and design products segment maintained strong growth momentum, with revenue increasing by 45.2% YoY to RMB1,351.4 million for the six months ended June 30, 2025 (six months ended June 30, 2024: revenue of RMB930.6 million). The growth in revenue scale was primarily driven by the increase in paying subscribers. As of June 30, 2025, the number of paying subscribers of our products increased by over 42.0% YoY to approximately 15.4 million, representing a subscription rate of 5.5%. Furthermore, we have observed an accelerated growth in paying subscribers for both Products for leisure and Productivity tools compared to that in December 2024, with Productivity tools leading the growth momentum in both Mainland China and markets outside of Mainland China. Such growth trajectory manifests our commitment in the "Productivity and Globalisation" strategy and reflects our ability to understand users' aesthetic needs and develop quality products for vertical use cases.

Advertising

For the six months ended June 30, 2025, revenue from Advertising increased by 5.0% YoY to RMB433.5 million (six months ended June 30, 2024: revenue of RMB412.9 million), primarily driven by the growth in programmatic advertisement revenue from markets outside of Mainland China. Such growth was mainly driven by our efforts to improve programmatic advertising operations, including upgrading advertisement formats to be more interactive, and expanding our advertiser portfolios to cater to different users' interests. These initiatives helped increase users' willingness to click into the advertisement, therefore improving the click-through rate of our advertisements and driving the growth of our revenue from Advertising.

Solutions for Beauty Industry

For the six months ended June 30, 2025, revenue from Solutions for beauty industry was RMB30.1 million, compared to RMB270.6 million for the six months ended June 30, 2024, primarily due to decrease in supply chain management services as we continued to focus on our core businesses, and partially offset by the increase in skin analysis business' Software-as-a-Service ("**SaaS**") revenue. As this segment is non-core to our future strategy, we will continue to prioritise our resources and increasingly focus on our businesses related to Photo, video and design products.

Others

For the six months ended June 30, 2025, other revenue from the Group decreased by 12.4% YoY to RMB6.2 million (six months ended June 30, 2024: revenue of RMB7.1 million). Other businesses are mainly traditional businesses that are not related to the strategy of "Productivity and Globalisation".

Cost of Sales

For the six months ended June 30, 2025, our costs of sales were RMB481.6 million, a decrease of 15.3% from RMB568.5 million for the six months ended June 30, 2024, primarily due to decrease in costs related to our Solutions for beauty industry business, offset by the increase in costs related to our Photo, video, and design business.

Regarding the Solutions for beauty industry business, as the revenue scaled down, the inventory costs also decreased by 84.7% YoY to RMB37.2 million.

The increase in costs related to our Photo, video and design businesses was primarily driven by two components. First, revenue sharing fee to payment channels grew by 45.1% YoY to RMB280.8 million. This portion of cost was mainly incurred from revenue sharing fee to payment channels such as Apple and Google for our subscription business, which grew largely in line with the growth of our paying subscribers. Second, computing power and cloud-related costs increased by 15.0% YoY to RMB107.4 million, primarily attributed to increased product usage from our users. Due to the scale effect of our products, the increase in computing power and cloud-related costs was significantly lower than the growth in our paying subscribers.

Gross Profit and Margin

Our gross profit for the six months ended June 30, 2025 was RMB1,339.6 million, an increase of 27.3% from RMB1,052.6 million for the six months ended June 30, 2024, while our gross margin increased to 73.6% for the six months ended June 30, 2025, up from 64.9% for the same period last year. This is because as our high gross margin business of Photo, video and design products grew in contribution to the revenue mix, the overall gross profit and gross profit margin have expanded accordingly.

Selling and Marketing Expenses

Selling and marketing expenses were RMB293.4 million for the six months ended June 30, 2025, representing an increase of 43.1% from RMB205.0 million for the six months ended June 30, 2024. We have primarily focused our promotional expenses on driving growth for Productivity tools in Mainland China and Products for leisure in markets outside of Mainland China.

Administrative Expenses

Administrative expenses were RMB218.8 million for the six months ended June 30, 2025, representing an increase of 23.2% from RMB177.6 million for the six months ended June 30, 2024. This was primarily due to an increase in share awards related expenses as we made additional grants to incentivise employees to drive business growth.

Research and Development Expenses

Research and development ("**R&D**") expenses were RMB451.3 million for the six months ended June 30, 2025, representing an increase of 6.1% from RMB425.3 million for the six months ended June 30, 2024. This scale of increase is much smaller compared to the 44.5% YoY increase for the six months ended June 30, 2024, primarily due to lower expenses related to foundational model training. This is a result of two factors: (i) we have largely completed the training for our large vision model's foundational capability; and (ii) we have strategically shifted our priorities to focus on vertical-specific model training in order to tailor our AI applications specifically to the aesthetic needs of our users.

If excluding the expenses related to foundational model training, total R&D expenses would have increased by 14.4% YoY. Going forward, we will optimise between open-source models and our self-developed model to deliver the optimal experiences to our users, and we will continue to invest in our technologies, including vertical-specific model training and R&D talents.

Other Income

Other income for the six months ended June 30, 2025 was RMB14.5 million, compared to RMB21.5 million for the six months ended June 30, 2024.

Other Gains, Net

Other gains, net were RMB10.2 million for the six months ended June 30, 2025, compared to RMB1.4 million for the same period last year, primarily attributable to RMB8.9 million dividend income from an investee company, RMB6.6 million increase in gains on treasury investments, and a partial offset by the increase in impairment losses on goodwill.

Finance Income, Net

Finance income, net mainly comprised of bank interest income and foreign exchange gains or losses. Our finance income, net was RMB37.4 million for the six months ended June 30, 2025, representing an increase of 56.4% from RMB23.9 million for the six months ended June 30, 2024, primarily due to increase in bank interest income.

Income Tax Expense

Income tax expenses for the six months ended June 30, 2025 were RMB37.4 million, compared to RMB39.9 million for the six months ended June 30, 2024.

Profit for the Period and Non-IFRSs Measure: Adjusted Net Profit

Net profit for the six months ended June 30, 2025 increased to RMB379.2 million, representing an increase of 24.9% from RMB303.7 million for the six months ended June 30, 2024, primarily due to: (i) increased profit contribution from the Group's core businesses with high gross profit margin, as its contribution to the total revenue mix continued to increase; and (ii) an increase in operating leverage as the growth in operating expenses was lower than the growth in gross profit; and (iii) positive influence from dividend income from an investee company and gains on treasury investments, partially offset by the impairment losses of goodwill and financial assets.

To supplement our consolidated financial statements which are presented in accordance with the IFRSs, we also use a non-IFRSs financial measure, "Adjusted Net Profit", as an additional financial measure, which is not required by, or presented in accordance with IFRSs. For the purpose of this announcement, "Adjusted Net Profit" will be used interchangeably with "Non-GAAP Net Profit". We believe that this additional financial measure facilitates comparisons of operating performance from period to period by eliminating potential impacts of items that our management does not consider to be indicative of our operating performance. We believe that this measure provides useful information to the Shareholders and others in understanding and evaluating our consolidated results of operations in a manner as if they were helping our management in doing so. However, our presentation of "Adjusted Net Profit" may not be comparable to a similarly titled measure presented by other companies. The use of this non-IFRSs measure has limitations as an analytical tool, and you should not consider it in isolation from, or as substitute for analysis of, our results of operations or financial condition as reported under IFRSs.

Adjusted Net Profit attributable to Owners of the Company, which excludes certain non-cash and non-operating items (such as share-based compensation, impairment losses on goodwill, and fair value changes on financial assets at fair value through profit or loss, etc.) was RMB467.4 million for the six months ended June 30, 2025, compared to RMB272.8 million for the six months ended June 30, 2024.

The following table reconciles our Adjusted Net Profit for the six months ended June 30, 2025 and 2024 to the most directly comparable financial measure calculated and presented in accordance with IFRSs:

	Six months ended June 30,					
	2025			2024		
	Total	**Owners of the Company**	**Non-controlling interests**	Total	Owners of the Company	Non-controlling interests
	RMB'000	***RMB'000***	***RMB'000***	*RMB'000*	*RMB'000*	*RMB'000*
Profit/(Loss) for the period	**379,244**	**397,020**	**(17,776)**	303,721	303,428	293
Excluding:						
Share-based compensation	**57,421**	**57,421**	**–**	33,636	33,636	–
Fair value changes on financial assets at fair value through profit or loss	**(2,585)**	**(2,585)**	**–**	(1,580)	(1,580)	–
Amortisation of intangible assets and other expenses related to acquisition	**7,157**	**6,349**	**808**	4,482	3,675	807
Reversal of impairment losses on cryptocurrencies	**–**	**–**	**–**	(68,145)	(68,145)	–
Impairment losses on goodwill	**17,927**	**17,927**	**–**	–	–	–
Tax effects	**(874)**	**(752)**	**(122)**	(1,480)	(1,358)	(122)
Others	**(7,951)**	**(7,951)**	**–**	3,144	3,144	–
Adjusted Net Profit/(Loss) for the period	**450,339**	**467,429**	**(17,090)**	273,778	272,800	978

Non-controlling Interests

Non-controlling interests represent our profit/(loss) after taxation that is attributable to minority shareholders of our non-wholly owned subsidiaries.

Liquidity and Financial Resources

Our cash and other liquid financial resources as of June 30, 2025 and December 31, 2024 were as follows:

	June 30, 2025 *RMB'000*	December 31, 2024 *RMB'000*
Cash and cash equivalents	**1,035,354**	1,301,412
Short-term and long-term bank deposits	**796,562**	1,440,559
Treasury investments	**835,902**	256,880
Cash and other liquid financial resources	**2,667,818**	2,998,851

Cash and cash equivalents include cash in hand, deposits held at call with banks, and other short-term highly liquid bank deposits with original maturities of three months or less. Short-term and long-term bank deposits are those with original maturities over three months and redeemable on maturity. Treasury investments either are redeemable at any time or redeemable on maturity and held with the primary objective of generating revenue at a yield higher than the current bank deposit rates.

Most of our cash and cash equivalents, short-term bank deposits, long-term bank deposits and short-term and long-term treasury investments are denominated in United States dollars ("**US$**"), Renminbi ("**RMB**"), Singapore dollars and Hong Kong dollars.

Treasury Policy

We have adopted a prudent financial management approach towards our treasury policies and thus maintained a healthy liquidity position throughout the six months ended June 30, 2025. To manage the liquidity risk, the Board closely monitors the Group's liquidity position to ensure that the liquidity structure of the Group's assets, liabilities and other commitments can meet its funding requirements from time to time.

Capital Expenditure

Our capital expenditures primarily included expenditures for intangible assets, land use rights and purchases of property and equipment such as servers and computers.

	Six months ended June 30,	
	2025	2024
	RMB'000	*RMB'000*
Purchase of property and equipment	**7,541**	32,823
Purchase of land use rights	**22,660**	–
Purchase of intangible assets	**838**	5,537
Total	**31,039**	38,360

Long-term Investment Activities

We have made minority investments that we believe have technologies or businesses that complement and benefit our businesses. Save as disclosed in the section headed "Significant Investments Held" below, none of these individual investments are regarded as material. Some of the investments we made were early-stage companies that do not generate meaningful revenues and profits. It is therefore difficult to determine the success of these investments at such an early stage, among which, successful investments could generate substantial returns, while unsuccessful ones may need to be impaired or written-off.

	Six months ended June 30,	
	2025	2024
	RMB'000	*RMB'000*
Investment in financial assets at fair value through profit or loss	**80,772**	157,530
Investment in associates in the form of ordinary shares	**–**	8,178
Total	**80,772**	165,708

Foreign Exchange Risk

Our Group's subsidiaries are primarily incorporated in the People's Republic of China ("**PRC**") and Hong Kong, which considered RMB and US$ as their functional currencies, respectively. The Group is primarily exposed to foreign exchange risk arising from foreign currency transactions. Therefore, foreign exchange risk primarily arose from recognised assets and liabilities in our Group's PRC and Hong Kong subsidiaries when receiving or to receive foreign currencies from, or paying or to pay foreign currencies to business partners outside of Mainland China. For the six months ended June 30, 2025, we did not significantly hedge against any fluctuation in foreign currency (six months ended June 30, 2024: nil).

Pledge of Assets

As of June 30, 2025, we did not pledge any restricted deposits (as of December 31, 2024: RMB300,000 to guarantee payment of certain operating expenses) or term deposits (as of December 31, 2024: RMB32,837,000 term deposit as collateral for a bank borrowing).

Contingent Liabilities

As of June 30, 2025, we did not have any significant contingent liabilities (as of December 31, 2024: nil).

Dividends

At the extraordinary general meeting of the Company held on February 11, 2025, the Shareholders approved the payment of a special dividend of HK$0.109 per Share in cash out of the Share Premium Account, which was recommended by the Board. The special dividend was paid on February 27, 2025, and out of the total amount of the special dividend of approximately HK$496.8 million (equivalent to approximately RMB457.6 million), only HK$1,155 (equivalent to approximately RMB1,053) remained unclaimed as of June 30, 2025.

At the annual general meeting of the Company held on June 5, 2025, the Shareholders approved the payment of the final dividend of HK$0.0552 per Share in cash out of the Share Premium Account, which was recommended by the Board. The final dividend was paid on June 26, 2025, and out of the total amount of the final dividend of approximately HK$252.1 million (equivalent to approximately RMB230.1 million), only HK$2.47 million (equivalent to approximately RMB2.26 million) remained unclaimed as of June 30, 2025.

On August 18, 2025, the Board has recommended the payment of the Interim Dividend of HK$0.045 per Share in cash out of the Share Premium Account for the six months ended June 30, 2025 (2024: nil), which is conditional upon, among others, the approval by the Shareholders at the forthcoming EGM. A circular containing, inter alia, further information about the Interim Dividend will be dispatched to the Shareholders on or around August 25, 2025. The Company does not have a fixed dividend payout ratio, but the Company intends to continue to maintain a stable dividend payout ratio per year.

As at the date of this announcement, the Company had 4,566,179,280 Shares in issue. Based on the number of issued Shares as at the date of this announcement, the Interim Dividend, if declared and paid, will amount to approximately HK$205.5 million (equivalent to approximately RMB187.1 million) in aggregate. Subject to the fulfilment of the conditions set out in the paragraph headed "Conditions of the Payment of Interim Dividend out of Share Premium Account" below, the Interim Dividend is intended to be paid out of the Share Premium Account pursuant to Articles 133 and 134 of the third amended and restated articles of association of the Company (the "**Articles**").

As of June 30, 2025, based on the unaudited consolidated financial statements of the Group for the six months ended June 30, 2025, the amount standing to the credit of the Share Premium Account was approximately RMB6,418.9 million (equivalent to approximately HK$7,038.6 million). Based on the number of issued Shares as at the date of this announcement and assuming that there will be no further change to the amount standing to the credit of the Share Premium Account immediately before payment of the Interim Dividend, immediately following the payment of the Interim Dividend, there will be a remaining balance of approximately RMB6,231.8 million (equivalent to approximately HK$6,844.0 million) standing to the credit of the Share Premium Account.

Conditions of the Payment of Interim Dividend out of Share Premium Account

The declaration and payment of the Interim Dividend out of the Share Premium Account is conditional upon the satisfaction of the following conditions (collectively, the "**Conditions**"):

(a) the passing of an ordinary resolution by the Shareholders at the EGM (or any adjournment thereof) declaring and approving the payment of the Interim Dividend out of the Share Premium Account pursuant to Articles 133 and 134 of the Articles; and

(b) the Directors being satisfied that the Company will, immediately following the date on which the Interim Dividend is proposed to be paid, be able to pay its debts as they fall due in the ordinary course of business.

The Conditions cannot be waived. If any of the Conditions is not satisfied, the Interim Dividend will not be paid. Subject to the fulfilment of the Conditions, it is expected that the Interim Dividend will be paid in cash on or about September 26, 2025 to those Shareholders whose names appear on the register of members at the close of business on September 18, 2025, being the record date for determination of entitlements to the Interim Dividend.

The Interim Dividend is not subject to any withholding tax.

As at the date of this announcement, no treasury shares were held by the Company (including any treasury shares held or deposited with the Central Clearing and Settlement System (CCASS)). Treasury shares of the Company (if any) would not receive the Interim Dividend.

Borrowings and Gearing Ratio

As of June 30, 2025, we made bank borrowings of RMB20 million at an annualised interest rate of 2.83% (as of December 31, 2024: RMB102.89 million at an annualised interest rate of 2.46%). Therefore, the gearing ratio of the Group was 0.42% as of June 30, 2025 (as of December 31, 2024: 2.04%). The gearing ratio was calculated as the total borrowings divided by the total equity on the respective reporting date. For this purpose, total debt is defined as bank loan as shown in the consolidated balance sheet. The Group's gearing ratio remained at a relatively low level as the Group did not place material reliance on borrowings to finance the Group's operations.

Employee and Remuneration Policy

The Group had a total of 2,261[(1)] full-time employees as of June 30, 2025 (as of June 30, 2024: 2,147[(1)]), a majority of whom were based in various cities in the PRC, including Xiamen (headquarters), Beijing, Shenzhen and Shanghai. Remuneration is determined with reference to market conditions and individual employees' performance, qualification and experience.

In line with the performance of the Group and individual employees, a competitive remuneration package is offered to retain employees, including salaries, discretionary bonuses and contributions to benefit plans (including pensions). Employees of the Group are the eligible participants of the Pre-IPO Employee Share Option Plan of the Company ("**Pre-IPO ESOP**"), the Post-IPO Share Award Scheme of the Company, the 2024 Share Award Scheme of the Company, the EveLab Insight, Inc. Share Award Scheme, the Pixocial, Inc. Share Option Scheme and the Starii Holdings, Inc. Share Award Scheme. During the six months ended June 30, 2025, the relationship between the Group and its employees has been stable. We did not experience any strikes or other labor disputes which materially affected our business activities.

Significant Investments Held

Minority Investments

Meitu Networks owns approximately RMB1.41 million registered capital of Shenzhen Hujia Technology Co., Ltd.(深圳市護家科技有限公司)("**Hujia Technology**"), representing approximately 23.81% equity interest (with preferential rights) on a fully diluted basis in Hujia Technology, which is accounted for as hybrid financial instruments and designated as financial assets measured at fair value through profit or loss.

Further details of this investment will be disclosed in the interim report of the Company for the six months ended June 30, 2025 to be published in September 2025.

Save as disclosed above, there were no other significant investments held by the Group during the six months ended June 30, 2025.

(1) Total number of full-time employees excludes part-time interns and consultants.

Future Plans for Material Investments and Capital Assets

The Group will continue to explore potential strategic investment opportunities with its existing internal resources and/or other sources of funding with the aim of creating synergies for the Group in relation to aspects such as technological development, product research and development, product portfolio, channel expansion and/or cost control. Appropriate disclosures will be made by the Company when it becomes necessary under the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**").

Save as disclosed in this announcement, the Group did not have any other plans for material investments and capital assets as of June 30, 2025.

Material Acquisition and Disposal of Subsidiaries, Associates and/or Joint Ventures

During the six months ended June 30, 2025, we did not conduct any material acquisition or disposal of subsidiaries, associates and/or joint ventures.

Proposed Issue of Convertible Bonds and Strategic Cooperation

On May 20, 2025, the Company entered into a conditional subscription agreement ("**Subscription Agreement**") with Alibaba.com China Limited ("**Alibaba Subscriber**"), an indirect wholly-owned subsidiary of Alibaba Group Holding Limited ("**Alibaba Group**"), pursuant to which the Company conditionally agreed to issue, and Alibaba Subscriber conditionally agreed to subscribe for, convertible bonds with a total principal amount of US$250,000,000 (the "**Convertible Bonds**"). The Convertible Bonds will bear interest at the rate of 1% per annum, payable on 30 June and 31 December of each calendar year, with maturity date falling three (3) years from the date of issuance.

The bondholder will be entitled to convert the Convertible Bonds into ordinary shares of the Company ("**Conversion Shares**") at an initial conversion price of HK$6.00 per Conversion Share based on a pre-determined rate of exchange ("**Initial Conversion Price**"), subject to adjustments upon the occurrence of certain specified events. Assuming full conversion at the Initial Conversion Price and including the accrued interest up to maturity, a maximum of 335,513,916 Conversion Shares will be issued, representing (i) an aggregate nominal value of approximately US$3,355.14 (based on the nominal value of US$0.00001 per Share); (ii) approximately 7.35% of the existing total number of Shares in issue as at the date of the Subscription Agreement; and (iii) approximately 6.85% of the total number of Shares in issue as enlarged by the allotment and issue of the Conversion Shares (assuming there is no change in the total number of Shares in issue from the date of the Subscription Agreement and up to the date of full conversion of the Convertible Bonds).

The Initial Conversion Price of HK$6.00 per Conversion Share represents a premium of approximately 1.7% over the closing price of the Shares of HK$5.90 per Share on the date of the Subscription Agreement. It also represents premiums of approximately 4.1%, 16.4%, and 24.0% over the average closing prices of the Shares for the 5 consecutive trading days prior to the date of the Subscription Agreement, the 30 consecutive trading days immediately prior to the date of the Subscription Agreement, and the period from January 1, 2025 up to the date of the Subscription Agreement, respectively. The net proceeds to be raised (after deduction of relevant expenses) will be approximately US$249.6 million, each representing a net issue price per Conversion Share to the Company of approximately HK$5.82 based on the Initial Conversion Price. The Company intends to utilise the net proceeds for general business purposes.

As one of several closing conditions to the subscription of the Convertible Bonds, the Company and the Alibaba Subscriber (or persons nominated thereby) shall execute a business cooperation agreement which shall on a high-level contain cooperation with respect to domestic and international e-commerce, AI models and technologies, computing and cloud services, and other innovative initiatives (the "**Business Cooperation Agreement**"). The Company and the Alibaba Subscriber will have until December 31, 2025 (or such other date as may be agreed by the parties in writing) to fulfil all the closing conditions in the Subscription Agreement (including the execution of the Business Cooperation Agreement).

The proposed issuance of the Convertible Bonds and the Business Cooperation Agreement together present a compelling financial and business opportunity to the Company and foster a long-term partnership between the Company and the Alibaba Subscriber. The subscription of the Convertible Bonds reflects Alibaba Group's confidence in the Group's business fundamentals and growth potential and allows the Company to optimise its capital structure, increase its cash reserve for general working capital purposes as well as increase flexibility for acquisition of businesses related to AI-powered image, video and design products. If the conversion rights attached to the Convertible Bonds are exercised, it will also allow the Company to broaden its Shareholders base by the introduction of a reputable investor.

In addition, the Business Cooperation Agreement will further foster a long-term strategic partnership between the Company and the Alibaba Subscriber to leverage their respective strengths for mutual growth. This collaboration will create synergies across multiple areas, including promoting domestic and international e-commerce cooperation, developing AI models and technology, computing and cloud services and other innovative initiatives.

If no identifiable goods or services have been received or will be received by the Group from the Alibaba Group on the date of completion of the Subscription Agreement (the "**Completion Date**"), the Group may recognise "share-based compensation" according to IFRS 2 based on the excess of the fair value of the Convertible Bonds as at the Completion Date over the Convertible Bonds' principal value of US$250,000,000 in the consolidated income statement of the Group. The Company assessed that the share-based compensation is a non-cash expense and will not raise any cash exposure to the Group.

The Company will closely monitor the progress and ensure that appropriate accounting treatment and recognition will be reflected in the Group's consolidated financial statements going forward. The final financial effects will be subject to audit and may vary from the current estimation.

As at the date of this announcement, neither the execution of the Business Cooperation Agreement nor the closing of the subscription of the Convertible Bonds have taken place yet.

Further details of the Convertible Bonds and the Business Cooperation Agreement are set out in the announcement of the Company dated May 20, 2025.

Important Events after the Reporting Date

There were no important events affecting the Company which occurred after June 30, 2025 and up to the date of this announcement.

FINANCIAL INFORMATION

INTERIM CONDENSED CONSOLIDATED INCOME STATEMENT

	Note	**Unaudited Six months ended June 30, 2025**	Unaudited Six months ended June 30, 2024
		RMB'000	*RMB'000*
Revenue	*4*	**1,821,188**	1,621,159
Cost of sales	*5*	**(481,624)**	(568,546)
Gross profit		**1,339,564**	1,052,613
Selling and marketing expenses	*5*	**(293,370)**	(204,970)
Administrative expenses	*5*	**(218,799)**	(177,578)
Research and development expenses	*5*	**(451,347)**	(425,274)
Net impairment losses on financial assets		**(17,201)**	(2,633)
Reversal of impairment losses on cryptocurrencies		**–**	68,145
Other income		**14,537**	21,500
Other gains, net	*6*	**10,201**	1,448
Finance income, net		**37,364**	23,896
Share of losses of investments accounted for using the equity method		**(4,270)**	(13,489)
Profit before income tax		**416,679**	343,658
Income tax expense	*7*	**(37,435)**	(39,937)
Profit for the period		**379,244**	303,721
Profit/(loss) attributable to:			
– Owners of the Company		**397,020**	303,428
– Non-controlling interests		**(17,776)**	293
		379,244	303,721
Earnings per share for profit attributable to owners of the Company for the period (expressed in RMB per share)	*8*		
– Basic		**0.09**	0.07
– Diluted		**0.08**	0.06

The above condensed consolidated income statement should be read in conjunction with the accompanying notes.

INTERIM CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	Unaudited Six months ended June 30, 2025 *RMB'000*	Unaudited Six months ended June 30, 2024 *RMB'000*
Profit for the period	**379,244**	303,721
Other comprehensive (loss)/income, net of tax		
Items that may be subsequently reclassified to profit or loss		
Currency translation differences	**(2,362)**	2,285
Items that will not be reclassified to profit or loss		
Currency translation differences	**(3,374)**	5,004
Changes in fair value of financial assets at fair value through other comprehensive income	**(508)**	(6,024)
Other comprehensive income for the period, net of tax	**(6,244)**	1,265
Total comprehensive income for the period, net of tax	**373,000**	304,986
Total comprehensive income/(loss) attributable to:		
– Owners of the Company	**390,776**	304,693
– Non-controlling interests	**(17,776)**	293
	373,000	304,986

The above condensed consolidated statement of comprehensive income should be read in conjunction with the accompanying notes.

INTERIM CONDENSED CONSOLIDATED BALANCE SHEET

	Note	**Unaudited June 30, 2025** *RMB'000*	Audited December 31, 2024 *RMB'000*
ASSETS			
Non-current assets			
Property and equipment		**459,430**	469,863
Right-of-use assets		**67,195**	52,100
Intangible assets		**493,912**	519,602
Long-term investments			
– Investments in associates and joint ventures		**91,423**	96,541
– Financial assets at fair value through profit or loss		**1,367,115**	1,285,072
– Financial assets at fair value through other comprehensive income		**31,024**	31,903
Long-term treasury investments		**40,173**	–
Prepayments and other receivables		**11,074**	11,436
Deferred tax assets		**12,973**	9,807
Term deposits		**–**	42,405
		2,574,319	2,518,729
Current assets			
Inventories		**51,968**	73,457
Trade receivables	*10*	**471,203**	407,014
Prepayments and other receivables		**834,269**	921,668
Contract costs		**150,252**	136,226
Short-term treasury investments		**795,729**	256,880
Term deposits		**796,562**	1,398,154
Restricted cash		**–**	33,137
Cash and cash equivalents		**1,035,354**	1,301,412
		4,135,337	4,527,948
Total assets		**6,709,656**	7,046,677

	Note	Unaudited June 30, 2025 *RMB'000*	Audited December 31, 2024 *RMB'000*
EQUITY AND LIABILITIES			
Equity attributable to owners of the Company			
Share capital		**288**	287
Share premium		**6,418,850**	7,104,304
Reserves		**272,096**	220,919
Accumulated losses		**(1,901,755)**	(2,298,775)
		4,789,479	5,026,735
Non-controlling interests		**(11,949)**	5,827
Total equity		**4,777,530**	5,032,562
Liabilities			
Non-current liabilities			
Lease liabilities		**17,451**	27,235
Deferred tax liabilities		**166,266**	166,616
		183,717	193,851
Current liabilities			
Borrowings		**20,000**	102,890
Trade and other payables	*11*	**666,200**	786,428
Lease liabilities		**26,392**	24,596
Income tax liabilities		**123,749**	87,856
Contract liabilities		**749,119**	654,867
Convertible redeemable preferred shares	*12*	**162,949**	163,627
		1,748,409	1,820,264
Total liabilities		**1,932,126**	2,014,115
Total equity and liabilities		**6,709,656**	7,046,677

The above condensed consolidated balance sheet should be read in conjunction with the accompanying notes.

INTERIM CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	Unaudited Six months ended June 30, 2025 *RMB'000*	Unaudited Six months ended June 30, 2024 *RMB'000*
Net cash generated from operating activities	**503,563**	265,973
Net cash generated from/(used in) investing activities	**15,542**	(461,996)
Net cash used in financing activities	**(783,648)**	(94,495)
Net decrease in cash and cash equivalents	**(264,543)**	(290,518)
Cash and cash equivalents at the beginning of the period	**1,301,412**	640,629
Effects of exchange rate changes on cash and cash equivalents	**(1,515)**	1,393
Cash and cash equivalents at the end of the period	**1,035,354**	351,504

The above condensed consolidated statement of cash flows should be read in conjunction with the accompanying notes.

1 General information

Meitu, Inc. (the "**Company**"), was incorporated in the Cayman Islands under the name of "Meitu, Inc. 美图公司" on July 25, 2013 as an exempted company with limited liability under the Companies Law, Cap.22 (Law 3 of 1961, as consolidated and revised) of the Cayman Islands, and carries on a business in Hong Kong as "美圖之家" as approved by and registered with the Registrar of Companies in Hong Kong on October 28, 2016 and November 7, 2016, respectively. The address of the Company's registered office is at Cricket Square, Hutchins Drive, PO Box 2681, Grand Cayman KY1-1111, Cayman Islands.

The Company is an investment holding company. The Company and its subsidiaries, Xiamen Meitu Networks Technology Co., Ltd. ("**Meitu Networks**") and Xiamen MeituEve Networks Services Co., Ltd. and their respective subsidiaries (collectively the "**Group**") are principally engaged in the provision of Photo, video and design products, Solutions for beauty industry and Advertising services in the People's Republic of China (the "**PRC**") and other countries or regions.

The Company's shares have been listed on the Main Board of The Stock Exchange of Hong Kong Limited since December 15, 2016 by way of its initial public offering ("**IPO**").

The interim condensed consolidated balance sheet as of June 30, 2025, and the related interim condensed consolidated income statement, condensed consolidated statements of comprehensive income, changes in equity and cash flows for the six months period then ended, and selected explanatory notes (collectively defined as the "**Interim Financial Information**") of the Group have been approved for issue by the Board of Directors ("**Board**") on August 18, 2025.

The Interim Financial Information is presented in Renminbi ("**RMB**"), unless otherwise stated.

The Interim Financial Information has not been audited but has been reviewed by the external auditor of the Company.

2 Basis of preparation

The Interim Financial Information has been prepared in accordance with International Accounting Standard ("**IAS**") 34, "Interim Financial Reporting". The Interim Financial Information should be read in conjunction with the annual financial statements for the year ended December 31, 2024, which have been prepared in accordance with International Financial Reporting Standards ("**IFRSs**").

The accounting policies applied are consistent with those of the annual financial statements for the year ended December 31, 2024, as described in those annual financial statements.

Taxes on income in the interim periods are accrued using the tax rate that would be applicable to expected total annual earnings.

(a) The following amendment has been adopted by the Group for the first time for the financial year beginning on January 1, 2025:

Amendments to IAS 21	Lack of Exchangeability

The Group did not change its accounting policies or make retrospective adjustments as a result of adopting the abovementioned amendment.

(b) The following new standards, amendments, improvement and interpretation have been issued but are not effective for the financial year beginning January 1, 2025 and have not been early adopted:

New standards, amendments, improvement and interpretation		**Effective for accounting periods beginning on or after**
Amendments to IFRS 9 and IFRS 7	Amendments to the Classification and Measurement of Financial Instruments	January 1, 2026
Annual Improvements to IFRS Accounting Standards – Volume 11	Annual Improvements to IFRS Accounting Standards	January 1, 2026
IFRS 18	Presentation and Disclosure in Financial Statements	January 1, 2027
IFRS 19	Subsidiaries without Public Accountability: Disclosures	January 1, 2027

None of these is expected to have a significant effect on the consolidated financial statements of the Group.

3 Estimates

The preparation of the Interim Financial Information requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets and liabilities, income and expense. Actual results may differ from these estimates.

In preparing the Interim Financial Information, the significant judgements made by management in applying the Group's accounting policies and the key sources of estimation uncertainty were the same as those that applied to the consolidated financial statements for the year ended December 31, 2024 other than the accounting judgments as disclosed in Note 3.1.

3.1 Significant judgement

On May 20, 2025, the Company entered into a Subscription Agreement with Alibaba.com China Limited (the "**Subscriber**"), pursuant to which the Company has conditionally agreed to issue to the Subscriber, and the Subscriber has conditionally agreed to subscribe for, the Convertible Bonds in the principal amount of US$250,000,000, at the Initial Conversion Price of HK$6.00 per Conversion Share. The pre-conditions to closing included but were not limited to 1) the execution of the business cooperation agreement between the Company and the Subscriber (or persons nominated thereby); 2) The Stock Exchange of Hong Kong Limited having granted permission for the listing of, and permission to deal in, the Conversion Shares and such permission not having been revoked as at closing of the transaction; 3) the PRC National Development and Reform Commission has given its approval in respect of the issue of the Convertible Bonds, and such approval remains in full force and effect and does not alter, limit or restrict any of the material terms of the transaction documents, among others.

Management assessed that there is no guarantee that the pre-conditions to closing will be fulfilled (for example, the Company and the Subscriber (or persons nominated thereby) may not agree to execute the business cooperation agreement and the Subscriber does not waive such condition precedent, or the necessary approval from respective regulators may not be obtained). If the pre-conditions to closing are not fulfilled (or waived by the Subscriber in respect of certain pre-conditions) before the long stop date of December 31, 2025 (or such other date as may be agreed by the Company and the Subscriber in writing), the transaction may lapse without clear economic consequences for the Company and the Subscriber. As such, there had not been any contractual right or obligation for the parties to the Subscription Agreement to proceed with issuance of the Convertible Bonds as of June 30, 2025. Therefore, there had not been any contract to be accounted for in the consolidated financial statements as of June 30, 2025.

4 Revenue and segment information

The Group's business activities, for which discrete financial statements are available, are regularly reviewed and evaluated by the chief operating decision-maker ("**CODM**"). The role of CODM, who is responsible for allocating resources and assessing performance of the operating segments, has been identified as the executive director of the Company who makes strategic decisions. The Group does not distinguish between markets or segments for the purpose of internal reporting. As of June 30, 2025, the total non-current assets other than financial instruments and deferred tax assets located in the PRC and other countries or regions amounted to RMB845,677,000 (December 31, 2024: RMB868,787,000) and RMB185,935,000 (December 31, 2024: RMB184,230,000), respectively.

The results of the revenue for the six months ended June 30, 2025 and 2024 are as follows:

	Unaudited Six months ended June 30, 2025	Unaudited Six months ended June 30, 2024
	RMB'000	*RMB'000*
Photo, video and design products	**1,351,353**	930,573
Advertising	**433,549**	412,914
Solutions for beauty industry	**30,065**	270,574
Others	**6,221**	7,098
Total revenue	**1,821,188**	1,621,159

No revenue from any customer exceeded 10% or more of the Group's revenue for the six months ended June 30, 2025 and 2024.

5 Expenses by nature

	Unaudited Six months ended June 30, 2025	Unaudited Six months ended June 30, 2024
	RMB'000	*RMB'000*
Employee benefit expenses	**600,839**	529,832
Revenue sharing fee to payment channels	**280,837**	193,578
Arithmetic power, bandwidth and storage related costs	**162,618**	153,420
Promotion and advertising expenses	**195,829**	114,861
Depreciation and amortisation	**42,684**	38,113
Inventories consumed and recognised as cost of sales	**37,181**	243,570
Professional service fees	**19,927**	15,807
Tax and levies	**16,764**	11,464
Others	**88,461**	75,723
Total cost of sales, selling and marketing expenses, administrative expenses and research and development expenses	**1,445,140**	1,376,368

6 Other gains, net

	Unaudited Six months ended June 30, 2025	Unaudited Six months ended June 30, 2024
	RMB'000	*RMB'000*
Gains on treasury investments	**10,416**	3,848
Dividend income from an investee company	**8,938**	–
Fair value changes on financial assets at fair value through profit or loss	**2,585**	1,611
Impairment losses on goodwill	**(17,927)**	–
Others	**6,189**	(4,011)
	10,201	1,448

7 Income tax expense

The income tax expense of the Group for the six months ended June 30, 2025 and 2024 are analysed as follows:

	Unaudited Six months ended June 30, 2025	Unaudited Six months ended June 30, 2024
	RMB'000	*RMB'000*
Current income tax	**40,951**	42,892
Deferred income tax	**(3,516)**	(2,955)
	37,435	39,937

(i) Cayman Islands and BVI Income Tax

The Company is incorporated in the Cayman Islands as an exempted company with limited liability under the Companies Law of the Cayman Islands and accordingly, is exempted from Cayman Islands income tax. The Group entities established under the International Business Companies Acts of the British Virgin Islands (the "**BVI**") are exempted from BVI income taxes.

(ii) Hong Kong Income Tax

Entities incorporated in Hong Kong are subject to Hong Kong profits tax under the two-tiered profits tax regime, which the tax rate is 8.25% for assessable profits in the first HK$2 million and 16.5% for any assessable profits in excess. However, for two or more connected entities, only one of them may elect the two-tiered profits tax rates.

(iii) Corporate income tax in other countries

Income tax rate for subsidiaries in other jurisdictions, including the United States, United Kingdom, Japan, Korea, Australia, France and Singapore are ranging from 17% to 30%.

(iv) PRC Enterprise Income Tax ("EIT")

The income tax provision of the Group in respect of its operations in PRC was calculated at the tax rate of 25% on the assessable profits, based on the existing legislation, interpretations and practices in respect thereof.

Meitu Home, Shenzhen Meitu Innovation Technology Co., Ltd., Beijing Meitu Home Technology Co., Ltd. and Beijing Zcool Network Technology Co., Ltd. are qualified as an "High and New Technology Enterprise" ("**HNTE**") for the six months ended June 30, 2025 under the EIT Law and are entitled to a preferential income tax rate of 15%.

According to relevant laws and regulations promulgated by the State Administration of Taxation of the PRC, enterprises engaging in research and development activities are entitled to claim 200% of their research and development expenses so incurred as tax deductible expenses when determining their assessable profits for that year ("**Super Deduction**").

8 Earnings per share

(a) Basic

	Unaudited Six months ended June 30, 2025	Unaudited Six months ended June 30, 2024
Earnings attributable to owners of the Company for the calculation of basic EPS *(RMB'000)*	**397,020**	303,428
Weighted average number of ordinary shares in issue *(thousand)*	**4,529,364**	4,468,204
Basic earnings per share *(RMB per share)*	**0.09**	0.07

(b) Diluted

The shares options awarded under Pre-IPO ESOP, awarded shares under the Share Award Scheme, awarded shares under Share Incentive to Senior Management, awarded share arising from a business combination and convertible redeemable preferred shares have potential dilutive effect on the EPS. Diluted EPS is calculated by adjusting the weighted average number of ordinary shares outstanding by the assumption of the conversion of all potential dilutive ordinary shares arising from share options and awarded shares granted by the Company (collectively forming the denominator for computing the diluted EPS).

In addition, the earnings attributable to owners of the Company (numerator) has been adjusted by the effect of convertible redeemable preferred shares issued by a subsidiary.

The calculation of diluted EPS for the six months ended June 30, 2025 and 2024 are as follows:

	Unaudited Six months ended June 30, 2025	Unaudited Six months ended June 30, 2024
Earnings attributable to owners of the Company for the calculation of basic EPS *(RMB'000)*	**397,020**	303,428
Dilution effect arising from convertible redeemable preferred shares issued by a subsidiary	**(16,856)**	(15,660)
Earnings attributable to owners of the Company for the calculation of diluted EPS *(RMB'000)*	**380,164**	287,768
Weighted average number of ordinary shares in issue *(thousand)*	**4,529,364**	4,468,204
Adjustments for share options and awarded shares *(thousand)*	**30,842**	15,927
Weighted average number of ordinary shares for the calculation of diluted EPS *(thousand)*	**4,560,206**	4,484,131
Diluted EPS *(RMB per share)*	**0.08**	0.06

9 Dividends

A special dividend amounting to RMB457,615,000 in cash out of the share premium account of the Company had been approved by the shareholders of the Company on February 11, 2025, out of which RMB457,614,000 was paid and claimed during the six months ended June 30, 2025, while the remaining RMB1,053 remained unclaimed as of June 30, 2025.

Final dividend amounting to RMB230,145,000 (2024: RMB148,827,000) in cash out of the share premium account of the Company had been approved by the shareholders of the Company on June 5, 2025, out of which RMB227,886,000 was paid and claimed during the six months ended June 30, 2025, while the remaining RMB2,259,000 remained unclaimed as of June 30, 2025.

10 Trade receivables

The Group grants a credit period of 30 to 120 days to its customers. As of June 30, 2025 and December 31, 2024, the aging analysis of trade receivables (net of allowance for doubtful debts) based on transaction date were as follows:

	Unaudited As of June 30, 2025 *RMB'000*	Audited As of December 31, 2024 *RMB'000*
Trade receivables		
Up to 6 months	**467,221**	401,956
6 months to 1 year	**3,937**	4,729
Over 1 year	**45**	329
	471,203	407,014

As of June 30, 2025 and December 31, 2024, the carrying amounts of trade receivables were primarily denominated in RMB and USD and approximated their fair values.

11 Trade and other payables

	Unaudited As of June 30, 2025 *RMB'000*	Audited As of December 31, 2024 *RMB'000*
Included in current liabilities		
Payroll and welfare payables	**252,823**	335,207
Payables to platforms for agency services	**133,971**	188,318
Trade payables *(Note (a))*	**183,848**	179,496
Other tax payables	**48,462**	17,597
Deposits payable	**5,729**	5,549
Contingent cash consideration for a business combination	**–**	15,132
Others	**41,367**	45,129
	666,200	786,428

(a) The aging analysis of the trade payables (including amounts due to related parties of trading in nature) based on transaction date were as follows:

	Unaudited As of June 30, 2025 *RMB'000*	Audited As of December 31, 2024 *RMB'000*
Up to six months	**138,090**	126,461
Over six months	**45,758**	53,035
	183,848	179,496

12 Convertible redeemable preferred shares

On October 12, 2023, a wholly owned subsidiary of the Company, Pixocial, Inc. ("**Pixocial**"), entered into a share subscription agreement with certain third party investors to issue 17,043,417 shares of Series A Preference Shares ("**Series A Preference Shares**") at a price of US$1.1148 per share with total consideration of US$19,000,000 (equivalent to approximately RMB134,571,000). The issuance and subscription of the Series A Preference Shares of Pixocial was completed on December 1, 2023.

The key terms of the Series A Preference Shares are summarized as follows:

(a) Dividends rights

The board of directors of Pixocial shall determine in good faith whether the relevant net profit threshold, defined in the shareholders' agreement (as amended and supplemented from time to time), of such fiscal year has been satisfied with reference to the audited annual consolidated financial statements of the Group (the "**Annual Financials**") as delivered by Pixocial to major investors. If the board of directors of Pixocial determines that the relevant net profit threshold, defined in the shareholders' agreement (as amended and supplemented from time to time), of such fiscal year has been met, the board of directors of Pixocial shall declare and authorise Pixocial to pay to each Series A Preference Shareholder a dividend in the amount equal to the Special Dividend Amount, as defined in the shareholders' agreement (as amended and supplemented from time to time). If the board of directors of Pixocial determines that the relevant net profit threshold of such fiscal year has not been met, no Special Dividend Amount shall be declared and paid to any Series A Preference Shareholders. However, if the combined relevant net profit for the two consecutive fiscal years meets the total relevant net profit thresholds, the special dividend will still be declared and paid.

(b) Conversion feature

Each Series A Preference Share shall be convertible, at the option of the holder thereof, at any time after the date on which Series A Preference Shares are issued to Series A Preference Shareholder into such number of fully paid and non-assessable ordinary shares as determined by dividing the Series A original issue price by the then-effective Series A conversion price. The Series A conversion price shall initially be the Series A original issue price, resulting in an initial conversion ratio for the Series A Preference Shares of 1:1, and shall be subject to adjustment and readjustment from time to time as hereinafter provided.

Each Series A Preference Share shall automatically be converted, based on the then-effective Series A conversion price, without the payment of any additional consideration, into fully-paid and non-assessable ordinary shares upon the earlier of (x) the closing of a (i) Qualified Initial Public Offering ("**QIPO**"); or (ii) an IPO that is otherwise duly approved by the board of directors of Pixocial pursuant to its articles of association and shareholders' agreement (as amended and supplemented from time to time), and (y) the date specified by written consent or agreement of the Super Majority Series A Preference Shareholders (voting as a single class on an as-converted basis), which are holders of more than fifty-nine percent (59%) of the voting power attaching to the then issued and outstanding Series A Preference Shares.

QIPO means an underwritten public offering of ordinary shares of Pixocial or of any listing vehicle formed to hold all or substantially all of the target business on Shenzhen Stock Exchange, Shanghai Stock Exchange, the main board of the Hong Kong Stock Exchange, New York Stock Exchange, NASDAQ or (subject to the affirmative vote or written consent of the director of the board of the Company) such other internationally recognised stock exchange as may be approved by the board of directors of Pixocial ("**Qualified Exchange**").

(c) Redemption feature

For Series A Preference Shareholders, they may redeem the preferred shares upon the request, at any time after the earlier of (i) the failure to consummate a QIPO or a trade sale before the fourth (4th) anniversary of the initial completion date, (ii) the occurrence of any breach of the transaction documents by any member of Pixocial and its subsidiaries or the management holders as defined in the shareholders' agreement (as amended and supplemented from time to time), any fraud of any member of Pixocial and its subsidiaries or the management holders, which in each case, is reasonably expected to have a material adverse effect on Pixocial and its subsidiaries (taken as a whole) and which are not rectified within sixty (60) days upon receipt of notice from any holder of the Series A Preference Shares; (iii) the occurrence of any blocking event (other than the termination of the transaction contemplated by the transaction documents); and (iv) both of the management holders cease their employment relationship or services with Pixocial and all of the material subsidiaries of Pixocial (other than due to removal by the board of directors of Pixocial without cause or due to reasons of disability).

The redemption price shall be paid by Pixocial to the Preference Shareholders in an amount equal to: (i) one hundred percent (100%) of the original issue price, plus (ii) a simple interest of eight percent (8%) per annum of the original issue price calculated from the original issue date until the date of its payment in full, and minus (iii) all dividends and distributions previously received by Series A Preference Shareholders (but excluding any Special Dividend Amount).

(d) Liquidation preferences

In the event of any liquidation, dissolution or winding up of Pixocial, either voluntary or involuntary, the Series A Preference Shareholders shall be entitled to receive prior and in preference to any distribution of any proceeds to the holders of the ordinary shares, an amount per Series A Preference Share held by such holder equal to the sum of one hundred percent (100%) of the Series A Preference Share original issue price, plus the higher of (i) a simple interest of eight percent (8%) per annum of the Series A Preference Share original issue price calculated from the Series A Preference Share original issue date until the date of the amount of Series A Preference Amount is paid in full, or (ii) all declared but unpaid accrued dividends on such Series A Preference Share, minus any special dividend amount, dividends and other distributions previously received by such holder of the Series A Preference Shares (collectively, the "**Series A Preference Amount**").

The Group measures the convertible redeemable preferred shares on a fair value basis and does not bifurcate any embedded derivatives from the host instruments and designates the entire instrument as financial liabilities at fair value through profit or loss with the changes in the fair value recognised in the consolidated income statement.

The movement of the convertible redeemable preferred shares is set out as below:

	Unaudited As of June 30, 2025 *RMB'000*
As of January 1, 2025	**163,627**
Currency translation differences	**(678)**
As of June 30, 2025	**162,949**
Changes in fair value of the convertible redeemable preferred shares for the period included in profit or loss	**–**

The convertible redeemable preferred shares are classified as current liabilities because the Group has no right to defer settlement of the liability for at least 12 months after the reporting period.

Management considered that fair value change in the convertible redeemable preferred shares that are attributable to changes of credit risk of this liability being not significant.

13 Subsequent events

On August 18, 2025, the Board of Directors proposed an interim dividend of HK$0.045 per ordinary share in cash out of the share premium account of the Company for the six months ended June 30, 2025, which is conditional upon, among others, the approval by the shareholders of the Company at the forthcoming extraordinary general meeting of the Company. These consolidated financial statements do not reflect this dividend.

OTHER INFORMATION

Purchase, Sale or Redemption of the Company's Listed Securities

Save as otherwise disclosed in this announcement, during the six months ended June 30, 2025, neither the Company nor any member of the Group purchased, sold or redeemed any of the Company's listed securities.

Compliance with the Corporate Governance Code

The Company is committed to maintaining and promoting stringent corporate governance. The principles of the Company's corporate governance is to promote effective internal control measures, to uphold a high standard of ethics, transparency, responsibility and integrity in all aspects of business, to ensure that its affairs are conducted in accordance with applicable laws and regulations and to enhance the transparency and accountability of the Board to all Shareholders.

Except for code provision C.2.1 ("**Code Provision C.2.1**") in Part 2 of the Corporate Governance Code (the "**CG Code**") as set out in Appendix C1 to the Listing Rules, during the six months ended June 30, 2025, the Company has complied with the applicable code provisions of the CG Code for the time being in force.

Pursuant to the Code Provision C.2.1, it is stated that the roles of the chairman and the chief executive officer should be separate and should not be performed by the same individual. Despite the deviation from the Code Provision C.2.1, the Board believes that Mr. Wu Zeyuan, the chairman, executive Director and chief executive officer of the Group, will continue to provide solid and continuous leadership to both the Board and the management of the Group with his extensive experience and knowledge in the management and operation of the Group. Further, the Board has also considered and is of the view that the composition of the executive Director, the non-executive Directors and the independent non-executive Directors on the Board and the various committees of the Board formed to oversee different aspects of the Company's affairs would provide adequate safeguard to ensure a balance of power and authority. As such, the Board considers that the deviation from Code Provision C.2.1 is appropriate in the current situation.

Compliance with the Model Code for Securities Transactions by Directors of Listed Issuers

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") as set out in Appendix C3 to the Listing Rules as the code of conduct regarding Directors' dealings in the securities of the Company. Having made specific enquiry with all the Directors, all Directors confirmed that they have complied with the required standards set out in the Model Code for the six months ended June 30, 2025 regarding their dealings in the securities of the Company.

The Board has also adopted the Model Code and established internal written guidelines pursuant thereto to regulate all dealings by relevant employees who are likely to be in possession of unpublished inside information in respect of securities in the Company as referred to in code provision C.1.3 in Part 2 of the CG Code. No incident of non-compliance with the Model Code by the Company's relevant employees has been noted for the six months ended June 30, 2025 after making reasonable enquiry.

Audit Committee and Review of Financial Statements

The Company established an Audit Committee with written terms of reference in compliance with Rule 3.21 of the Listing Rules and the CG Code. As at the date of this announcement, the Audit Committee comprises three members, namely Mr. ZHOU Hao, Mr. LAI Xiaoling and Mr. HONG Yupeng. Mr. ZHOU Hao is the chairman of the Audit Committee.

The Audit Committee has reviewed the unaudited interim financial statements of the Group for the six months ended June 30, 2025 and this announcement. The Audit Committee has also discussed matters with respect to the accounting policies and practices adopted by the Company and internal control with members of the senior management and the Company's auditor. Based on the review and discussions with the management, the Audit Committee was satisfied that the Group's unaudited interim financial statements were prepared in accordance with applicable accounting standards and fairly present the Group's financial position and results for the six months ended June 30, 2025.

Proposed Amendments to the Articles of Association and Adoption of the New Articles of Association

The Board also proposes to amend the existing Articles in order to (i) bring the Articles in line with the relevant requirements of the applicable laws of the Cayman Islands and the Listing Rules in relation to the treatment of treasury share(s) of the Company, (ii) provide greater flexibility and address any uncertainties on the declaration and distribution of dividends to Shareholders pursuant to the Articles, and in particular, remove the requirement of an ordinary resolution for payment of dividends out of the Share Premium Account, and (iii) make some other minor and housekeeping changes. The Company proposes to amend the existing Articles by way of adopting a new fourth amended and restated articles of association of the Company (the "**New Articles**") in substitution for and to the exclusion of the Articles.

The proposed amendments to the Articles and adoption of the New Articles are subject to the approval of the Shareholders by way of a special resolution at the EGM.

Extraordinary General Meeting

An EGM will be convened to be held on September 10, 2025 to consider and, if thought fit, to approve (i) the declaration and payment of the Interim Dividend out of the Share Premium Account; and (ii) the proposed amendments to the Articles and adoption of the New Articles. A circular containing further information in connection with the Interim Dividend, the proposed amendments to the Articles and the notice of the EGM will be despatched to the Shareholders on or around August 25, 2025.

Closure of Register of Members and Date of Payment of Interim Dividend

Shareholders who are entitled to attend, speak and vote at the EGM (or any adjournment thereof) are those whose names appear on the register of members of the Company on Wednesday, September 10, 2025 being the record date for determining of entitlement to attend and vote at the EGM. For the purpose of determining the identity of the Shareholders who are entitled to attend and vote at the EGM (or any adjournment thereof), the register of members will be closed from Friday, September 5, 2025 to Wednesday, September 10, 2025, both days inclusive, during which period no transfer of Shares will be effected. In order to be eligible to attend and vote at the EGM (or any adjournment thereof), all transfers of Shares accompanied by the relevant share certificates and transfer forms must be lodged with the Company's branch share registrar, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong for registration not later than 4:30 p.m. on Thursday, September 4, 2025.

Subject to the satisfaction of the Conditions, it is expected that the Interim Dividend will be paid in cash on or about September 26, 2025 to those Shareholders whose names appear on the register of members of the Company at the close of business on September 18, 2025, being the record date for determination of entitlement to the Interim Dividend. If the Interim Dividend is approved by the Shareholders at the EGM, for the purpose of determining the entitlement to the Interim Dividend, the register of members will be closed from Tuesday, September 16, 2025 to Thursday, September 18, 2025, both days inclusive, during which period no transfer of Shares will be effected. In order to qualify for the Interim Dividend, all transfers of Shares accompanied by the relevant share certificates and transfer forms must be lodged with the Company's branch share registrar, Computershare Hong Kong Investor Services Limited, at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong for registration not later than 4:30 p.m. on Monday, September 15, 2025.

Publication of Interim Results and Interim Report

This interim results announcement is published on the website of the Stock Exchange at www.hkexnews.hk and the website of the Company at www.meitu.com. The interim report of the Company for the six months ended June 30, 2025 will be published on the aforesaid websites of the Stock Exchange and the Company and will be dispatched to the Shareholders in due course.

Resignation of Non-executive Director

The Board would also like to announce that after the conclusion of the Board meeting held on August 18, 2025, Dr. GUO Yihong tendered his resignation as non-executive Director with effect from the conclusion of such Board meeting in order to devote more time to focus on his other business commitments. Dr. Guo has confirmed that he has no disagreement with the Board and there are no matters with respect to his resignation that need to be brought to the attention of the Shareholders or the Stock Exchange. The Board would like to take this opportunity to express its sincere appreciation to Dr. Guo for his valuable efforts and contributions to the Company throughout the years and wish him every success in his future endeavours.

APPRECIATION

Finally, on behalf of everyone at Meitu, I would like to express our sincere gratitude to all of our users, Shareholders and stakeholders for their unwavering support and confidence in the Company. I would also like to thank our employees and management team for embodying Meitu's core values in their daily work and for executing the Group's strategy with professionalism, integrity, and dedication. With our market-leading position in uniting art and technology, we invite you to join us as we collectively shape the future of AI-powered design and creativity.

By order of the Board
Meitu, Inc.
Wu Zeyuan
Chairman

Hong Kong, August 18, 2025

As at the date and time 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 Mr. Chen Jiarong and Mr. Hong Yupeng; the independent nonexecutive directors of the Company are Mr. Zhou Hao, Mr. Lai Xiaoling, and Ms. Poon Philana Wai Yin.

This announcement contains forward-looking statements relating to the business outlook, estimates of financial performance, forecast business plans and growth strategies of the Group. These forward-looking statements are based on information currently available to the Group and are stated herein on the basis of the outlook at the time of this announcement. They are based on certain expectations, assumptions and premises, some of which are subjective or beyond our control. These forward-looking statements may prove to be incorrect and may not be realised in future. Underlying these forward-looking statements are a large number of risks and uncertainties. In light of the risks and uncertainties, the inclusion of forward-looking statements in this announcement should not be regarded as representations by the Board or the Company that the plans and objectives will be achieved. Shareholders and potential investors should therefore not place undue reliance on such statements.