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**MemeStrategy, Inc.**  
**迷策略**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 2440)**

**VOLUNTARY ANNOUNCEMENT**

**FURTHER BUSINESS UPDATE**

This announcement is made by MemeStrategy, Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

Reference is made to the announcements of the Company dated 4 March 2026 and 21 April 2026 (the “**Announcements**”) regarding the launch of the world’s first tokenized Pokémon trading card fund, namely, Trading Card Fund I (Pikachu With Grey Felt Hat) LPF (the “**Fund**”). Unless otherwise defined, capitalised terms used herein shall have the same meanings as defined in the Announcements.

The Board is pleased to provide its shareholders and potential investors with a further business update regarding such Fund. The Fund has successfully completed capital call with EVIDENT Platform Services Limited (“**EVIDENT**”) as the first limited partner of the Fund. The tokens of the Fund were successfully issued through EVIDENT, an alternative asset digital investment platform licensed by the Securities and Futures Commission (SFC) of Hong Kong, and represents economic interests linked to the EVIDENT’s partnership interest in the Fund. According to EVIDENT, the Tokens were oversubscribed with strong interest seen across institutional and professional investors.

The Fund invests exclusively in PSA 10-graded “Pikachu with Grey Felt Hat” collectible cards. This card was released as part of a cross-disciplinary collaboration between The Pokémon Company and the Van Gogh Museum in Amsterdam, drawing inspiration from Van Gogh’s “Self-Portrait with Grey Felt Hat”, combining elements of fine art with a widely recognized cultural franchise.

The Board believes the institutional interest in the Fund demonstrates how pop culture collectibles can be integrated with modern financial structures. Institutional investors are drawn to this structure for its transparency and streamlined investment channel, avoiding the operational complexities of physical card authentication, storage and trading. The Board views this as an early step in the cultural finance space and intends to explore additional collectible-related investment products over time. Tokenization, when supported by robust infrastructure, can facilitate secure access to cultural assets. This milestone helps bridge cultural collectibles and the financial sector.

The Company is actively building a comprehensive, end-to-end cultural collectible business, with trading cards as a key pillar of its growing portfolio. Through its strategic partnership with China's industry leader PokeColor, the Company is expanding its card business footprint across the Chinese Mainland and overseas markets, integrating upstream sourcing and professional grading capabilities. This robust card ecosystem encompasses card sourcing, VIP trading services, authenticated secondary-market trading, auctions, and professional custody and storage via the blockchain-backed Grade10 Vault. Furthermore, the Company is driving innovation and global connectivity through the launch of Grade10 AI, an AI-powered trading card search platform for enhanced transaction efficiency, co-branded card launches with cultural IPs, the introduction of the world's first tokenized Pokémon card fund, and large-scale community events like the Grade10 Fest. By connecting trading, communities, exhibitions, and technology infrastructure, the Company aims to provide collectors, dealers, and business partners with a transparent, efficient, and reliable service experience while capturing the substantial growth potential of the global collectibles card market.

On behalf of the Board  
**MemeStrategy, Inc.**  
**CHAN Chin Ching**  
*Chairman and Executive Director*

Hong Kong, 11 May 2026

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