MemeStrategy, Inc.
迷策略
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2440)

PROFIT WARNING

The announcement is made by MemeStrategy, Inc. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review of the unaudited management accounts of the Group for the six months ended 30 June 2026 (the "**Period**"), the Group is expected to record a net loss during the Period of not less than RMB65 million (six months ended 30 June 2025: net loss of RMB34.0 million) which was primarily due to (i) a net fair value loss on assets measured at fair value, which is a non-cash item, amounted to approximately RMB12.7 million during the Period; and (ii) increase in administrative expenses of approximately RMB17.5 million mainly due to the development of several new collectibles related businesses during the Period.

As the Company is still in the process of preparing and finalising the interim results of the Group for the Period, the information contained in this announcement is only based on the preliminary assessment by the Company's management according to the unaudited management accounts of the Group which have not been reviewed or audited by the auditor of the Company. Shareholders and potential investors of the Company should read the interim results announcement of the Company for the Period carefully, which is expected to be published by the end of August 2026.

Shareholders and other investors of the Company are advised not to rely solely on any information contained in this announcement and should exercise caution when dealing in the securities of the Company. When in doubt, Shareholders and other investors of the Company are advised to seek professional advice from their own professional or financial advisors.

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

Hong Kong, 7 August 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.