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Meitu, Inc.
美图公司

*(Incorporated in the Cayman Islands with limited liability
and carrying on business in Hong Kong as “美圖之家”)
(Stock code: 1357)*

**VOLUNTARY ANNOUNCEMENT
FINANCIAL PERFORMANCE UPDATE**

This is a voluntary announcement made by the board of directors of Meitu, Inc. (the “**Company**” and, together with its subsidiaries and consolidated affiliates, collectively the “**Group**”) (the “**Board**”).

Based on information currently available to the Group and the Board’s preliminary assessment of the Group’s unaudited consolidated management accounts (the “**Management Accounts**”) for the year ended December 31, 2025 (the “**Period**”), the Group may record a year-over-year growth in the adjusted net profit attributable to the owners of the Company¹ for the Period of between 60% and 66% on a non-International Financial Reporting Standards (“**IFRS**”) basis, as compared to the year ended December 31, 2024 (the “**Corresponding Period Last Year**”).

Such strong profitability was primarily driven by rapid revenue growth in the Group’s core business of photo, video, and design products, fuelled by a significant growth in global paying subscribers. Notably, paying subscriber growth in international markets outpaced that of Mainland China, validating the Group’s globalisation strategy. Gross profit growth, driven by such revenue momentum, has exceeded that of operating expenses. The resulting operating leverage has amplified the Group’s profitability relative to its gross profit growth.

The adjusted net profit attributable to the owners of the Company excludes certain non-cash and non-operating items (such as share-based compensation, changes in the fair value of the Group’s long-term investments, etc.) and is therefore considered by the Board to better reflect the Group’s underlying operating performance.

After taking into account all non-cash and non-operating items, the net profit attributable to owners of the Company for the Period, prepared in accordance with IFRS, is expected to decrease by no more than 30% as compared with that for the Corresponding Period Last Year. Such decrease was primarily attributable to (i) a one-off gain of approximately RMB640 million from the disposal of all cryptocurrencies in the Corresponding Period Last Year, resulting in a high base for comparison; and (ii) a one-off and non-cash expense of approximately RMB512 million due to the completion of the issuance of convertible bonds to Alibaba Group during the Period. Such expense was recognised according to IFRS 2 based on the excess of the fair value of the convertible bonds as at the closing date over its principal value of US\$250 million. The above two items were both non-operating in nature and were not related to the Group’s core business of photo, video and design products.

¹ A general metric used in the industry to measure the Group’s operating performance. Please see the Company’s 2025 Interim Report for a more detailed definition.

As the Management Accounts have not been reviewed by the Company's auditors or audit committee, the actual annual results of the Company for the Period may be different from what is disclosed in this announcement. As such, shareholders of the Company ("Shareholders") and potential investors are advised to read carefully the annual results announcement of the Company for the Period to be published in March 2026.

Accordingly, Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board

Meitu, Inc.

Wu Zeyuan

Chairman

Hong Kong, February 6, 2026

As at the date of this announcement, the executive director of the Company is Mr. Wu Zeyuan (also known as Mr. Wu Xinhong); the non-executive directors of the Company are Mr. Chen Jiarong and Mr. Hong Yupeng; the independent non-executive directors of the Company are Mr. Zhou Hao, Mr. Lai Xiaoling and Ms. Poon Philana Wai Yin.