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MemeStrategy, Inc.
迷策略

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

VOLUNTARY ANNOUNCEMENT

BUSINESS UPDATE

This announcement is made by MemeStrategy, Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders of the Company (the “**Shareholders**”) and potential investors of the Company with an update on the latest business development of the Group.

LAUNCH OF TRADING CARD FINANCING BUSINESS

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that Grade10 Finance Limited, a wholly-owned subsidiary of the Company and a licensed money lender (License Number: 17/2026) under the Money Lenders Ordinance (Chapter 163 of the Laws of Hong Kong), plans to launch a new trading card financing service (“**Grade10 Finance**”) in the fourth quarter of this year. This initiative marks the Company’s strategic expansion into the financial services segment of the pop culture collectibles market, establishing it as the first listed company in Asia to introduce trading card financing service. Enabling trading card industry participants and collectors to leverage high-value trading cards for financing, this service will allow clients to access liquidity without divesting their collections, which can potentially facilitate further acquisitions of cultural collectibles.

The Board considers that the launch of Grade10 Finance is in line with the Group’s overall direction of expanding its business scope and enhancing business sustainability. The Company has been actively exploring new business opportunities and possibilities with a view to delivering greater returns to its shareholders. The Group will make announcements on its development progress as and when appropriate in accordance with the requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

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

Hong Kong, 18 June 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.