

Unless otherwise defined herein, terms used in this announcement shall have the same meanings as those defined in the prospectus dated December 5, 2016 (the “**Prospectus**”) issued by Meitu, Inc. (the “**Company**”). This announcement is not a prospectus.

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This announcement is for information purposes only and does not constitute an invitation or an offer to acquire, purchase or subscribe for securities. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares.

This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute or form a part of any offer to sell or solicitation to purchase or subscribe for securities in the United States or in any other jurisdictions. Securities may not be offered or sold in the United States except pursuant to registration or an exemption from registration requirements under the U.S. Securities Act. The Offer Shares have not been, and will not be, registered under the U.S. Securities Act or any state securities laws of the United States. The Offer Shares may only be offered and sold outside of the United States in offshore transactions in accordance with Regulation S and in the United States to QIBs only in reliance on Rule 144A or any other available exemption from the registration requirement under the U.S. Securities Act. There will not and it is not currently intended for there to be any public offering of securities of the Company in the United States.

In connection with the Global Offering, Morgan Stanley Asia Limited, as stabilizing manager (the “**Stabilizing Manager**”) and/or its affiliates or any person acting for it, on behalf of the Underwriters, may, to the extent permitted by applicable laws of Hong Kong or elsewhere, over-allocate the Shares or effect any other transactions with a view to stabilizing or maintaining the market price of the Shares at a level higher than that which might otherwise prevail for a limited period beginning on the Listing Date and expected to end on the 30th day after the last day for lodging of applications under the Hong Kong Public Offering. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it to conduct any such stabilizing action, which, if commenced, will be done at the absolute discretion of the Stabilizing Manager, its affiliates or any person acting for it and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. The stabilizing period is expected to end on Saturday, January 7, 2017. Such stabilization action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules, as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong). The details of the intended stabilization and how it will be regulated under the Securities and Futures Ordinance are set forth in the section headed “Structure of the Global Offering” in the Prospectus.

Potential investors should be aware that stabilizing actions cannot be taken to support the price of the Shares for longer than the stabilization period which will begin on the Listing Date and is expected to expire on the 30th day after the last date for lodging of applications under the Hong Kong Public Offering. After such date, no further stabilizing action may be taken and demand for the Shares and the price of the Shares could fall.

meitu

Meitu, Inc.

美图公司

(Incorporated in the Cayman Islands with limited liability and carrying on business in Hong Kong as “美图之家”)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	: 574,000,000 Shares (subject to reallocation and the Over-allotment Option)
Number of Hong Kong Offer Shares	: 57,400,000 Shares (subject to reallocation)
Number of International Offering Shares	: 516,600,000 Shares (subject to reallocation and the Over-allotment Option)
Maximum Offer Price	: HK\$9.60 per Offer Share, plus brokerage of 1%, SFC transaction levy of 0.0027%, and Hong Kong Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal value	: US\$0.00001 per Share
Stock code	: 1357

Joint Sponsors, Joint Global Coordinators, Joint Bookrunners and Joint Lead Managers

Morgan Stanley

CREDIT SUISSE

CMS 招商证券

Joint Global Coordinator, Joint Bookrunner and Joint Lead Manager

建银国际
CCB International

Joint Bookrunners and Joint Lead Managers

招銀国际
CMB INTERNATIONAL

UBS

AMTD 尚乘

廣發証券(香港)經紀有限公司
GF SECURITIES (HONG KONG) BROKERAGE LIMITED

Joint Lead Managers

聯合證券有限公司
HEAD & SHOULDERS SECURITIES LIMITED
MEMBER OF THE HEAD & SHOULDERS GROUP

富途證券
WWW.FUTU.COM

Application has been made by the Company to the Listing Committee of the Stock Exchange for the granting approval for the listing of, and permission to deal in, the Shares in issue and to be issued pursuant to the Global Offering (including the additional Shares which may be offered for sale by the Over-allotment Option Grantor pursuant to the exercise of the Over-allotment Option, any Shares which may be allotted and issued upon the exercise of the options granted under the ESOP and the options that may be granted under the Share Option Scheme and any Shares to be issued pursuant to the Share Award Scheme).

The Global Offering comprises the Hong Kong Public Offering of initially 57,400,000 Shares (subject to reallocation), representing 10% of the total number of Offer Shares, and the International Offering of initially 516,600,000 Shares (subject to reallocation and the Over-allotment Option), representing 90% of the total number of Offer Shares initially being offered under the Global Offering, respectively. Please refer to the section headed “Structure of the Global Offering” in the Prospectus for more details.

In connection with the Global Offering, the Over-allotment Option Grantor is expected to grant the Over-allotment Option to the International Underwriters, exercisable by the Joint Global Coordinators (for themselves and on behalf of the International Underwriters). Pursuant to the Over-allotment Option, the Over-allotment Option Grantor may be required by the Joint Global Coordinators to sell up to an aggregate of 86,100,000 Shares (representing 15% of the total number of the Offer Shares initially available under the Global Offering) at the Offer Price to cover over-allocations in the International Offering.

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Stock Exchange and the Company's compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the Shares on the Stock Exchange or any other date as may be determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second Business Day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made for the Shares to be admitted into CCASS.

Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Thursday, December 15, 2016, it is expected that dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Thursday, December 15, 2016. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the websites of the Stock Exchange at www.hkexnews.hk and the Company at corp.meitu.com.

The Offer Price will not be more than HK\$9.60 per Share and is expected to be not less than HK\$8.50 per Share. Applicants under the Hong Kong Public Offering are required to pay, on application, the maximum price of HK\$9.60 per Offer Share in addition to the brokerage of 1.0%, SFC transaction levy of 0.0027% and the Stock Exchange trading fee payable of 0.005% on each Offer Share (subject to refund if the Offer Price as finally determined is less than HK\$9.60 per Offer Share), equal to a total of HK\$4,848.37 for one board lot of 500 Shares.

Applications for Hong Kong Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus, the WHITE or YELLOW Application Forms and the designated website (www.eipo.com.hk) for the White Form eIPO.

Applicants who would like to be allotted Hong Kong Offer Shares registered in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the **White Form eIPO** Service Provider at www.eipo.com.hk under the **White Form eIPO** service. Applicants who would like to have the allotted Hong Kong Offer Shares registered in the name of HKSCC Nominees Limited and deposited directly into CCASS for credit to their designated CCASS Participants' stock accounts or their CCASS Investor Participant stock accounts should (i) complete and sign the **YELLOW** Application Forms; or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, December 5, 2016 until 12:00 noon on Thursday, December 8, 2016 from:

1. any of the following offices of the Hong Kong Underwriters:

Morgan Stanley Asia Limited	46/F, International Commerce Centre 1 Austin Road West Kowloon, Hong Kong
Credit Suisse (Hong Kong) Limited	88/F, International Commerce Centre 1 Austin Road West Kowloon, Hong Kong
China Merchants Securities (HK) Co., Limited	48/F, One Exchange Square 8 Connaught Place Central, Hong Kong
CCB International Capital Limited	12/F., CCB Tower 3 Connaught Road Central Central Hong Kong
CMB International Capital Limited	Units 1803–4, 18/F, Bank of America Tower 12 Harcourt Road Central Hong Kong
UBS AG Hong Kong Branch	52nd Floor, Two International Finance Centre 8 Finance Street Central Hong Kong
AMTD Asset Management Limited	Suite 1308, 13/F, AIA Central 1 Connaught Road Central Hong Kong
GF Securities (Hong Kong) Brokerage Limited	29–30/F, Li Po Chun Chambers 189 Des Voeux Road Central Hong Kong
Head & Shoulders Securities Limited	Room 2511, 25/F, Cosco Tower 183 Queen's Road Central Hong Kong
Futu Securities International (Hong Kong) Limited	11/F, Bangkok Bank Building 14–20 Bonham Strand West Sheung Wan, Hong Kong

or

2. any of the following branches of the receiving banks of the Company:

Bank of China (Hong Kong) Limited

District	Branch	Address
Hong Kong Island	Bank of China Tower Branch North Point (King's Centre) Branch	3/F, 1 Garden Road 193–209 King's Road, North Point
Kowloon	Jordan Road Branch Whampoa Garden Branch	1/F, Sino Cheer Plaza, 23–29 Jordan Road Shop G8B, Site 1, Whampoa Garden, Hung Hom
New Territories	Tseung Kwan O Plaza Branch Tai Po Plaza Branch	Shop 112–125, Level 1, Tseung Kwan O Plaza, Tseung Kwan O Unit 4, Level 1 Tai Po Plaza, 1 On Tai Road, Tai Po

Standard Chartered Bank (Hong Kong) Limited

District	Branch	Address
Hong Kong Island	Des Voeux Road Branch Hennessy Road Branch Aberdeen Branch	Standard Chartered Bank Building, 4–4A, Des Voeux Road Central, Central 399 Hennessy Road, Wanchai Shop 4A, G/F and Shop 1, 1/F, Aberdeen Centre Site 5, No.6–12 Nam Ning Street, Aberdeen
Kowloon	Telford Gardens Branch Mongkok Branch	Shop P9–12, Telford Centre, Telford Gardens, Tai Yip Street, Kwun Tong Shop B, G/F, 1/F & 2/F, 617–623 Nathan Road, Mongkok
New Territories	Tsuen Wan Branch Metroplaza Branch	Shop C, G/F & 1/F, Jade Plaza, 298 Sha Tsui Road, Tsuen Wan Shop No. 175, Level 1, Metroplaza, 223 Hing Fong Road, Kwai Chung

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, December 5, 2016 till 12:00 noon on Thursday, December 8, 2016 from the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or your stockbroker, who may have **YELLOW** Application Forms and copies of the Prospectus available.

Both **WHITE** and **YELLOW** Application Forms completed in all respects in accordance with the instructions printed thereon, to which cheques or banker's cashier orders payable to "**BANK OF CHINA (HONG KONG) NOMINEES LIMITED — MEITU INC PUBLIC OFFER**" should be securely stapled, should be deposited in the special collection boxes provided at any of the branches referred to above on the following dates during the following times:

Monday, December 5, 2016	— 9:00 a.m. to 5:00 p.m.
Tuesday, December 6, 2016	— 9:00 a.m. to 5:00 p.m.
Wednesday, December 7, 2016	— 9:00 a.m. to 5:00 p.m.
Thursday, December 8, 2016	— 9:00 a.m. to 12:00 noon

Applicants applying by means of **White Form eIPO** may submit your application through the designated website at www.eipo.com.hk (24 hours daily, except on the last application day) from 9:00 a.m. on Monday, December 5, 2016 until 11:30 a.m. on Thursday, December 8, 2016 and the latest time for completing full payment of the application monies in respect of such application will be 12:00 noon on Thursday, December 8, 2016 or such later time as described in the section headed "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus.

CCASS Participants can input electronic application instructions from 9:00 a.m. on Monday, December 5, 2016 until 12:00 noon on Thursday, December 8, 2016 (or such later date as may apply in case of certain bad weather conditions as described in "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus).

Please refer to the sections headed "Structure of the Global Offering" and "How to Apply for Hong Kong Offer Shares" in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to publish an announcement on the Offer Price, an indication of the level of interest in the International Offering, the level of applications in Hong Kong Public Offering and the basis of allocation of the Hong Kong Offer Shares (i) in the South China Morning Post (in English); (ii) in the Hong Kong Economic Times (in Chinese); (iii) on our website (corp.meitu.com) and (iv) on the website of the Stock Exchange (www.hkexnews.hk) on Wednesday, December 14, 2016.

Results of allocations of the Hong Kong Public Offering and the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants under the Hong Kong Public Offering will be made available in a manner described in the section headed "How to Apply for Hong Kong Offer Shares — 11. Publication of Results" in the Prospectus on Wednesday, December 14, 2016.

The Company will not issue temporary documents of title or receipt for application fees received. Share certificates will only become valid certificates of title provided that the Hong Kong Public Offering has become unconditional in all respects and the right of termination described in the section headed "Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination" in the Prospectus has lapsed, which is expected to be at 8:00 a.m. on Thursday, December 15, 2016.

Dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Thursday, December 15, 2016. The Shares will be traded in board lots of 500 Shares each under the Company's stock code 1357.

By order of the Board of Directors
Meitu, Inc.
CAI Wensheng
Chairman and Executive Director

Hong Kong, December 5, 2016

As at the date of this announcement, the Executive Directors are Mr. CAI Wensheng and Mr. WU Zeyuan; the Non-executive Directors are Dr. GUO Yihong and Dr. LEE Kai-Fu; the Directors are Mr. GAN JP and Mr. TAN Hainan.

Please also refer to the published version of this announcement in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese).