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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 “美图之家”)

(Stock Code: 1357)

APPOINTMENT OF CHIEF OPERATING OFFICER

The board of directors (the “**Board**”) of Meitu, Inc. (the “**Company**”, together with its subsidiaries and Xiamen Meitu Networks Technology Co., Ltd. and its subsidiaries, collectively the “**Group**”) is pleased to announce the appointment of Mr. Cheng Yu (“**Mr. Cheng**”) as the chief operating officer of the Group with effect from November 6, 2017. Mr. Cheng will be responsible for the Group’s monetization strategies and will report to the chief executive officer of the Group.

Prior to joining the Group, Mr. Cheng has served as vice president (from 2015 to 2017) and general manager (from 2012 to 2015) of Weibo Corporation (NASDAQ: WB, “**Weibo**”), responsible for Weibo’s various revenue streams (including advertising, membership services, e-commerce, internet finance, mobile payment, live streaming, mobile value-added services, etc.) as well as exploration of new revenue opportunities. Mr. Cheng has over 17 years of experience in the technology sector in both China and the United States of America with proven track record in developing successful products and implementing monetization strategies. Prior to his tenure at Weibo, Mr. Cheng has held various management, product development and engineering positions at Microsoft Corporation (NASDAQ: MSFT) and Qihoo 360 Technology Co. Ltd., among others. Mr. Cheng holds a Master of Science degree in Computer Engineering from the University of Akron in the United States of America. Over the past three years, Mr. Cheng has not been a director of any listed companies.

The Board would like to take this opportunity to welcome Mr. Cheng for joining the Group.

By order of the Board

Meitu, Inc.

Cai Wensheng

Chairman

Hong Kong, November 6, 2017

As at the date of this announcement, the executive directors of the Company are Mr. Cai Wensheng and Mr. Wu Zeyuan; the non-executive directors of the Company are Dr. Guo Yihong and Dr. Lee Kai-fu; the independent non-executive directors of the Company are Mr. Ko Chun Shun Johnson, Mr. Zhou Hao and Ms. Lo Po Man.