

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

The logo for Meitu, Inc. consists of the word "meitu" in a lowercase, rounded, pink font.

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)

CHANGE OF COMPANY LOGO

The board of directors (the “**Board**”) of Meitu, Inc. (the “**Company**”) is pleased to announce that the Company’s logo has been changed with effect from November 23, 2017. The Board believes that the new Company logo is more in line with the current design trends and will provide the Company with a more appropriate image and identity, which will benefit the Company’s future business development.

The Company’s old and new logos are set out below for identification purpose:

The old logo for Meitu, Inc. consists of the word "meitu" in a lowercase, italicized, pink font.

(old logo)

The new logo for Meitu, Inc. consists of the word "meitu" in a lowercase, rounded, pink font.

(new logo)

The change of the Company’s logo will not affect any of the rights of the existing shareholders of the Company. All existing share certificates of the Company in issue bearing the old logo will continue to be effective as documents of title to such shares of the Company and will be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for the free exchange of the existing share certificates for new share certificates bearing the Company’s new logo. Any further issue of share certificates of the Company will be under the new logo of the Company with effect from November 23, 2017.

By order of the Board

Meitu, Inc.

Cai Wensheng

Chairman

Hong Kong, November 23, 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.