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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)

VOLUNTARY ANNOUNCEMENT

FURTHER INCREASE IN SHAREHOLDING IN THE COMPANY BY THE CHAIRMAN AND EXECUTIVE DIRECTOR

This announcement is made by Meitu, Inc. (the “**Company**”) on a voluntary basis. Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings as those defined in the announcement of the Company dated December 21, 2017.

The Board was informed by Mr. Cai Wensheng, the Chairman and Executive Director of the Company, that on April 16, 2018, Mr. Cai has through Baolink Capital Ltd (“**Baolink**”) made on-market purchases on The Stock Exchange of Hong Kong Limited of an aggregate of 2,100,000 Shares at an average price of approximately HK\$8.96145 per Share (the “**Further Increase in Stake**”).

Immediately before the Further Increase in Stake, Mr. Cai and Mr. Wu Zeyuan, the Chief Executive Officer and Executive Director of the Company, were together deemed to be interested in an aggregate of 1,675,166,670 Shares, representing approximately 39.18% of the issued share capital of the Company.

Immediately after the Further Increase in Stake, Mr. Cai and Mr. Wu, are together deemed to be interested in an aggregate of 1,677,266,670 Shares, representing approximately 39.23% of the issued share capital of the Company.

Including the increase in stakes in December 21, 2017, December 22, 2017 and April 13, 2018, Mr. Cai has in aggregate purchased 10,600,000 Shares through Baolink, representing approximately 0.25% of the issued share capital of the Company.

Mr. Cai has informed the Board that he is confident with the Company’s future business outlook and does not rule out the possibility of further increasing his shareholdings in the Company as and when appropriate.

By order of the Board
Meitu, Inc.
Cai Wensheng
Chairman

Hong Kong, April 16, 2018

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 Professor Zhang Shoucheng.