
THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of the Offers, this Offer Document, the U.S. Offer to Purchase, the Form of Acceptance, the ADS Letter of Transmittal, or the action to be taken, you should consult a licensed securities dealer or registered institution in securities, bank manager, solicitor, professional accountant, or other professional adviser.

If you have sold or otherwise transferred all your Class A Ordinary Shares (including in the form of ADSs) in Zhihu Inc., you should at once hand this Offer Document and the accompanying Form of Acceptance (or the U.S. Offer to Purchase and the accompanying Form of Acceptance and ADS Letter of Transmittal) and form of proxy to the purchaser(s) or transferee(s), licensed securities dealer or registered institution in securities, or other agent through whom the sale or transfer was effected for transmission to the purchaser(s) or transferee(s).

This Offer Document should be read in conjunction with the accompanying Form of Acceptance, the contents of which form part of the terms and conditions of the Offers.

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited, and Hong Kong Securities Clearing Company Limited take no responsibility for the contents of this Offer Document and the accompanying Form of Acceptance, 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 Offer Document and the accompanying Form of Acceptance.

THE OFFERS HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE UNITED STATES SECURITIES AND EXCHANGE COMMISSION OR ANY STATE SECURITIES COMMISSION, NOR HAS THE SEC OR ANY STATE SECURITIES COMMISSION PASSED UPON THE MERITS OR FAIRNESS OF THE OFFERS OR DETERMINED THE ADEQUACY OR ACCURACY OF THE INFORMATION CONTAINED IN THIS OFFER DOCUMENT. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

The Offers qualify for the “Tier II” cross-border tender offer exemption in accordance with Rule 13e-4(i) under the United States Securities Exchange Act of 1934, as amended, and, as a result, are exempt from certain provisions of Regulation 14E under the Exchange Act or otherwise applicable U.S. statutes and rules relating to tender offers. Accordingly, the Offers have been structured as two separate offers, namely the Non-U.S. Offer and the U.S. Offer, to comply with differences in the Hong Kong and U.S. laws. The Non-U.S. Offer is made by Deutsche Bank on behalf of the Company and Non-U.S. Qualifying Shareholders may only tender in the non-U.S. Offer. The U.S. Offer is made solely and directly by the Company and U.S. Qualifying Shareholders and ADS holders (wherever such ADS holders are located) may only tender in the U.S. Offer.

Zhihu Inc.

知乎

*(A company controlled through weighted voting rights and incorporated in the Cayman Islands
with limited liability)*

(NYSE: ZH; HKEX: 2390)

**(1) CONDITIONAL VOLUNTARY CASH OFFERS OF ZHIHU INC.
TO BUY BACK UP TO 46,921,448 CLASS A ORDINARY SHARES
(INCLUDING IN THE FORM OF AMERICAN DEPOSITARY SHARES)
AT A PRICE OF HK\$9.11 PER CLASS A ORDINARY SHARE
(EQUIVALENT OF US\$3.50 PER ADS)
AND
(2) NOTICE OF EXTRAORDINARY GENERAL MEETING**

Financial Adviser to the Company

Deutsche Bank 

Independent Financial Adviser to the Independent Board Committee

ALTUS CAPITAL LIMITED

Capitalized terms used in this cover shall have the same meanings as those defined in the section headed “Definitions” in this Offer Document.

A letter from the Board is set out on pages 12 to 31 of this Offer Document. A letter from Deutsche Bank containing, among other things, the details of the terms of the Non-U.S. Offer is set out on pages 32 to 42 of this Offer Document. A letter from the Independent Board Committee to the Independent Shareholders containing its recommendation in respect of the Offers is set out on pages 43 to 44 of this Offer Document. A letter from the Independent Financial Adviser containing its opinion and advice to the Independent Board Committee in respect of the Offers is set out on pages 45 to 71 of this Offer Document.

The Offers are not being made, directly or indirectly, in or into any jurisdiction where the distribution of this Offer Document or the accompanying documents into such jurisdiction would constitute violation of the laws of such jurisdiction. Any person (including, without limitation, custodians, nominees, and trustees) who may have a contractual or legal obligation or may otherwise intend to forward this Offer Document to any jurisdiction outside Hong Kong or the United States should seek appropriate advice before taking any action. The distribution of this Offer Document and any accompanying documents into jurisdictions other than Hong Kong or the United States may be restricted by law. Any person not in Hong Kong or in the United States into whose possession this Offer Document and any accompanying documents come should inform themselves about and observe any such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

The Offers are conditional on approval from Shareholders of certain matters, which is being sought at the EGM. A notice convening the EGM to be held at Room Landing, Floor 1, Zone B, China Industry-Academy-Research Achievement Transformation Center, 18A Xueqing Road, Haidian District, Beijing 100083, People’s Republic of China at 10:00 a.m., Beijing time, on Wednesday, October 16, 2024 is set out on pages E-1 to E-3 of this Offer Document. A form of proxy for use at the EGM is enclosed herewith. This form of proxy is also available on the websites of the Hong Kong Stock Exchange (<https://www.hkexnews.hk>), the SEC (<https://www.sec.gov>), and the Company (<https://ir.zhihu.com>).

Holders of the Company’s Shares on the Company’s register of members as of the close of business on the Share EGM Record Date (Hong Kong time) are cordially invited to attend the EGM in person. Holders of the Company’s ADSs as of the close of business on the ADS EGM Record Date (New York City time) are cordially invited to submit your voting instructions to the Depositary. Whether or not you propose to attend and vote at the said meetings, please complete, sign, date, and return the accompanying form of proxy to the Registrar (for holders of Shares), the Company’s share registrar in Hong Kong, or your voting instructions to the Depositary (for holders of ADSs), as promptly as possible and before the prescribed deadline if you wish to exercise your voting rights. The Registrar must receive the form of proxy by no later than 10:00 a.m., Hong Kong time, on Monday, October 14, 2024 at 17M, Hopewell Center, 183 Queen’s Road East, Wanchai, Hong Kong to ensure your representation at the EGM. The Depositary must receive your voting instructions by the time and date specified in the ADS voting instruction card to enable the votes attaching to the Class A Ordinary Shares represented by your ADSs to be cast at the EGM. For the avoidance of doubt, holders of treasury Shares of the Company shall have no voting rights at the Company’s general meetings, and for the purpose of the Listing Rules, holders of treasury Shares of the Company, if any, shall abstain from voting at the Company’s general meeting.

September 9, 2024

EXPECTED TIMETABLE

The following timetable is indicative and may be subject to changes. Any change to the timetable will be announced by the Company as and when appropriate. Unless otherwise expressly stated, all references to times and dates contained in this Offer Document refer to Hong Kong times and dates.

Announcement of launch of Offers, dispatch of the Offer Document, the U.S. Offer to Purchase, the Form of Acceptance, the ADS Letter of Transmittal, and the notice and form of proxy for the EGM	Monday, September 9, 2024
Commencement of the Offers	Monday, September 9, 2024
Latest time and date for lodging transfer of Class A Ordinary Shares to qualify for attendance at the EGM	4:30 p.m. on Monday, September 23, 2024
Share EGM Record Date	Monday, September 23, 2024
ADS EGM Record Date	Monday, September 23, 2024 New York City time
Latest time and date for receipt by the Depositary of voting instructions in respect of ADSs for the EGM	9:00 a.m. on Wednesday, October 9, 2024 New York City time
Latest time and date for lodging form of proxy for the EGM	10:00 a.m. on Monday, October 14, 2024
Date of EGM	10:00 a.m. on Wednesday, October 16, 2024
Announcement of results of the EGM and whether the Offers have become unconditional	by 7:00 p.m. on Wednesday, October 16, 2024
Latest time and date for lodging the Form of Acceptance and latest time for determining Shareholders' entitlement to participate in the Offers based on the records of the Register (<i>Notes 1 to 3</i>)	4:00 p.m. on Wednesday, October 30, 2024

EXPECTED TIMETABLE

Latest time and date for receipt by the Tender Agent
of ADS Letters of Transmittal and other
applicable documents required for
tendering ADSs (*Note 4*) 4:00 a.m. on Wednesday,
October 30, 2024
New York City time

Latest time and date for withdrawal of acceptance
of the Non-U.S. Offer (*Note 5*) 4:00 p.m. on Wednesday,
October 30, 2024

Latest time and date for withdrawal of acceptance of
the U.S. Offer (*Note 5*) 4:00 a.m. on Wednesday,
October 30, 2024
New York City time

Expiration Date of the Offers Wednesday, October 30, 2024

Record Date Wednesday, October 30, 2024

Announcement of results of the Offers by 7:00 p.m. on Wednesday,
October 30, 2024

Latest date for (i) dispatch of cheques to the Accepting
Shareholders in respect of Offer Price for Class A
Ordinary Share (*Note 6*) and (ii) if applicable,
return of the Share certificates for those Class A
Ordinary Shares tendered but not bought back
under the Offers Friday, November 8, 2024

Latest date for credit of proceeds in respect of
book-entry transfer of ADSs Friday,
November 8, 2024
New York City time

Latest date for dispatch of cheques in respect of Offer Price
for ADSs held in certificated form or on the books
of the Depository Friday, November 8, 2024
New York City time

Latest date for dispatch of balance of ADSs Friday, November 8, 2024
New York City time

Notes:

- (1) Assuming that the resolution relating to the Offers will be approved by the Independent Shareholders and the Offers have become unconditional on Wednesday, October 16, 2024, being the date of the EGM, the Offers will remain open for acceptance for a period of 14 days thereafter, subject to any extension as permitted under the Codes, the U.S. laws and regulations, and/or by the Executive.

EXPECTED TIMETABLE

- (2) In order to accept the Offers, Qualifying Shareholders are required to submit to the Registrar the duly completed Form of Acceptance in accordance with the instructions as set forth in this Offer Document, the U.S. Offer to Purchase, and on the Form of Acceptance (which instructions form part of the terms and conditions of the Offers) at or before 4:00 p.m. on Wednesday, October 30, 2024.
- (3) Beneficial owners of the Class A Ordinary Shares who hold their Shares in CCASS directly as an investor participant or indirectly via a broker or custodian participant should note the timing requirements (as set out in “Procedures For Acceptance And Settlement – 2. Nominee Holdings” in Appendix I to this Offer Document) for causing instructions to be made to CCASS in accordance with the General Rules of CCASS and CCASS Operational Procedures.
- (4) Please be aware that if your ADSs or Class A Ordinary Shares are beneficially owned through a broker, dealer, commercial bank, trust company, or other nominee, they may require advance notification before the Latest Acceptance Time of the U.S. Offer in order to be able to tender your ADSs or Class A Ordinary Shares prior to the expiration of the U.S. Offer. Accordingly, such beneficial owners of ADSs or Class A Ordinary Shares wishing to participate in the U.S. Offer should contact their broker, dealer, commercial bank, trust company, or other nominee as soon as possible in order to determine the times by which such beneficial owner must take action in order to participate in the U.S. Offer.
- (5) The Offers will be deemed not to have been validly accepted in respect of any Class A Ordinary Shares or ADSs for which an acceptance has been validly withdrawn. However, the Offers may be accepted again in respect of any withdrawn Class A Ordinary Shares or ADSs by following the procedures described in this Offer Document at any time prior to the expiration of the Offers.
- (6) Remittance for the total amounts in Hong Kong dollars due to Accepting Shareholders under the Offers (subject to deduction of seller’s ad valorem stamp duty payable on the Class A Ordinary Shares bought back from such Accepting Shareholders) will be made by the Company no later than 7 Business Days after the close of the Offers.

EFFECT OF SEVERE WEATHER CONDITIONS IN HONG KONG

If there is a tropical cyclone warning signal number 8 or above, a “black” rainstorm warning signal, or “extreme conditions” announced by the Government of Hong Kong (collectively, “**severe weather conditions**”) in force in Hong Kong on any of the following deadlines (the “**Key Deadlines**”):

- (i) the Expiration Date and the Latest Acceptance Time, and the submission and publication deadline for a closing announcement under Rule 19.1 of the Takeovers Code,
- (ii) the latest date for the amounts due under the Offers in respect of valid acceptances, and
- (iii) if applicable, return of the Share certificates for those Class A Ordinary Shares tendered but not bought back under the Offers,

at any local time at 12:00 noon and/or thereafter, such Key Deadline will be rescheduled to the following Business Day which does not have any of those warnings in force at any time at 12:00 noon and/or thereafter or such other day as the Executive may approve in accordance with the Takeovers Code. In case any severe weather condition is in force in Hong Kong at any local time before 12:00 noon but no longer in force at 12:00 noon and/or thereafter on any Key Deadline, such Key Deadline will remain on the same Business Day. The Company will make announcements on the respective websites of the Hong Kong Stock Exchange and the Company in this regard as and when appropriate.

DEFINITIONS

In this Offer Document, the following expressions have the meanings set out below unless the context requires otherwise.

“2012 Plan”	the share incentive plan adopted by the Company in June 2012, as amended from time to time
“2022 Plan”	the share incentive plan adopted by the Company on March 30, 2022, as amended from time to time
“Accepting ADS holder(s)”	ADS holder(s) accepting the U.S. Offer
“Accepting Shareholder(s)”	Accepting Non-U.S. Shareholders and Accepting U.S. Shareholders
“Accepting Non-U.S. Shareholder(s)”	Non-U.S. Qualifying Shareholder(s) accepting the Non-U.S. Offer
“Accepting U.S. Shareholder(s)”	U.S. Qualifying Shareholder(s) accepting the U.S. Offer
“acting in concert”	has the meaning ascribed thereto in the Codes, and “parties acting in concert” shall be construed accordingly
“ADS(s)”	American depository share(s), each representing three Class A Ordinary Shares
“ADS EGM Record Date”	the close of business on September 23, 2024 New York City time, as the record date of ADSs for the EGM
“ADS Letter of Transmittal”	the form of letter of transmittal to accompany the U.S. Offer to Purchase for use by ADS holders in connection with the U.S. Offer
“Announcement”	the announcement of the Company dated July 19, 2024 in relation to, among other things, the Offers
“Articles of Association”	the currently effective articles of association of the Company, as amended from time to time
“associate(s)”	has the meaning ascribed thereto in the Codes
“Board”	the board of Directors
“Business Day”	a day on which the Hong Kong Stock Exchange is open for the transaction of business

DEFINITIONS

“CCASS”	the Central Clearing and Settlement System established and operated by Hong Kong Securities Clearing Company Limited
“China” or “PRC”	the People’s Republic of China, and, unless the context requires otherwise and solely for the purpose of this Offer Document such as describing legal or tax matters, authorities, entities, or persons, excludes Hong Kong Special Administrative Region, Macao Special Administrative Region, and Taiwan region of the People’s Republic of China
“Class A Ordinary Share(s)”	Class A ordinary shares in the share capital of the Company with a par value of US\$0.000125 each, conferring a holder thereof one vote per Share on any resolution tabled at the Company’s general meeting
“Class B Ordinary Share(s)”	Class B ordinary shares in the share capital of the Company with a par value of US\$0.000125 each, conferring weighted voting rights in the Company such that a holder thereof is entitled to ten votes per Share on any resolution tabled at the Company’s general meeting, save for resolutions with respect to any Reserved Matters, in which case they shall be entitled to one vote per Share
“Codes”	collectively, the Takeovers Code and the Share Buy-backs Code
“Company”	Zhihu Inc., a company with limited liability incorporated under the laws of the Cayman Islands on May 17, 2011
“Condition”	the condition of the Offers, as set forth under the section headed “Condition of the Offers” in the Letter from the Board in this Offer Document
“Consolidated Affiliated Entity(ies)”	entities the Group controls through the Contractual Arrangements
“Contractual Arrangement(s)”	the series of contractual arrangements entered into between the WFOEs, the Onshore Holdcos, and the VIE Registered Shareholders (as applicable)

DEFINITIONS

“Controlling Shareholder(s)”	has the meaning ascribed thereto under the Listing Rules and, unless the context requires otherwise, refers to Mr. Zhou and the intermediary company through which Mr. Zhou controls his interest in the Company, namely, MO Holding Ltd, South Ridge Global Limited, and Zhihu Holdings Inc. and “Controlling Shareholder” means any one of them
“Custodian”	The Hongkong and Shanghai Banking Corporation Limited, as custodian of the Depositary in Hong Kong
“Deposit Agreement”	the amended and restated deposit agreement dated May 10, 2024 and entered into by the Company, JP Morgan Chase Bank, N.A. (as Depositary), and all owners and holders from time to time of the ADSs issued thereunder
“Depositary”	JPMorgan Chase Bank, N.A.
“Deutsche Bank”	Deutsche Bank AG, Hong Kong Branch, a registered institution under the SFO to carry out type 1 (dealing in securities), type 4 (advising on securities), type 6 (advising on corporate finance), and type 9 (asset management) regulated activities under the SFO, being the financial adviser to the Company in respect of the Offers
“Deutsche Bank Concert Group”	Deutsche Bank and persons controlling, controlled by, or under the same control as Deutsche Bank (except exempt principal traders and exempt fund managers, in each case recognized by the Executive as such for the purpose of the Takeovers Code)
“Director(s)”	the director(s) of the Company
“DTC”	The Depository Trust Company
“EGM”	the extraordinary general meeting of the Company to be convened and held at 10:00 a.m., Beijing time, on October 16, 2024 at Room Landing, Floor 1, Zone B, China Industry-Academy-Research Achievement Transformation Center, 18A Xueqing Road, Haidian District, Beijing 100083, People’s Republic of China for the Independent Shareholders to consider and, if thought fit, to approve the resolution in respect of the Offers

DEFINITIONS

“Exchange Act”	United States Securities Exchange Act of 1934, as amended
“Executive”	the Executive Director of the Corporate Finance Division of the SFC or any delegate of the Executive Director
“Expiration Date”	closing date of the Offers
“Form of Acceptance”	the form of acceptance to be issued with the Offer Document in connection with the Non-U.S. Offer and with the U.S. Offer to Purchase in connection with the U.S. Offer
“Group”	the Company, its subsidiaries, and the Consolidated Affiliated Entities from time to time, and where the context requires, in respect of the period prior to the Company becoming the holding company of its present subsidiaries and Consolidated Affiliated Entities, such subsidiaries and Consolidated Affiliated Entities as if they were subsidiaries and Consolidated Affiliated Entities of the Company at the relevant time
“HK\$” or “Hong Kong dollars”	Hong Kong dollars, the lawful currency of Hong Kong
“HKSCC”	HKSCC Nominees Limited
“Hong Kong”	Hong Kong Special Administrative Region of the People’s Republic of China
“Independent Board Committee”	the independent committee of the Board comprising all the non-executive Directors, namely Mr. Dahai Li, Mr. Zhaohui Li, Mr. Bing Yu, and all the independent non-executive Directors, namely Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen, who have no interest in the Offers other than as a Shareholder (only Mr. Dahai Li, Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen are Shareholders), which has been formed to advise the Independent Shareholders in relation to the Offers

DEFINITIONS

“Independent Financial Adviser”	Altus Capital Limited, a corporation licensed to carry out Type 4 (advising on securities), Type 6 (advising on corporate finance), and Type 9 (asset management) regulated activities under the SFO, being the independent financial adviser to advise the Independent Board Committee in connection with the Offers
“Independent Shareholder(s)”	Shareholder(s) other than (i) any Shareholder who has a material interest in the Offers different from all other Shareholders, and (ii) any person who may be required to abstain from voting on the ordinary resolution in respect of the Offers to be proposed at the EGM in accordance with the Codes
“Innovation Works Shareholders”	being (i) Innovation Works Development Fund, L.P., a fund organized under the laws of the Cayman Islands, and (ii) Innovation Works Holdings Limited, a company incorporated in the British Virgin Islands, which in aggregate hold 11,889,945 Class A Ordinary Shares (including in the form of ADSs), representing approximately 4.0% of interest in the total issued and outstanding Shares (on a one share one vote basis, and excluding the Class A Ordinary Shares issued to the Depositary for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan) and approximately 2.6% of voting rights in the Company as of the Latest Practicable Date
“Information Agent”	Broadridge Corporate Issuer Solutions, LLC

DEFINITIONS

“Irrevocable Undertakings”	the irrevocable undertakings given by each of SAIF Shareholder, Innovation Works Shareholders, and Qiming Shareholders to the Company that (i) it will, and will procure the holders of Class A Ordinary Shares and/or ADSs whose Class A Ordinary Shares and/or ADSs it is deemed to be interested in by virtue of Part XV of the SFO to, accept the Offers in respect of part of such Class A Ordinary Shares and/or ADSs (details of which are set out under the section headed “The Irrevocable Undertakings” in the Letter from the Board in this Offer Document); (ii) it will, and will procure the holders of Class A Ordinary Shares whose Class A Ordinary Shares it is deemed to be interested in by virtue of Part XV of the SFO to, vote in favor of the resolution in connection with the Offers at the EGM; and (iii) prior to the earlier of the Offers closing or lapsing: (a) it will not, and will procure any party acting in concert with it not to, acquire any Class A Ordinary Share or ADS or other securities of the Company; and (b) it will not, and will procure any party acting in concert with it not to, sell, transfer, assign, charge, encumber, grant any option over, or otherwise dispose of or permit the sale, transfer, charging, or other disposition or creation or grant of any other encumbrance or option of or over all or any Class A Ordinary Shares and/or ADSs
“Last Trading Day”	July 19, 2024, being the last full trading day in the Class A Ordinary Shares on the Hong Kong Stock Exchange immediately prior to the issue of the Announcement
“Latest Acceptance Time”	the latest time for receipt by the Registrar of the Form of Acceptance submitted by the Shareholders and by the Tender Agent of the ADS Letter of Transmittal submitted by the ADS holders, both in respect of the Offers, being 4:00 p.m., Hong Kong time, or 4:00 a.m., New York City time, on Wednesday, October 30, 2024, or such later time and date as the Company may announce in accordance with the requirements of the Codes and U.S. laws and regulations
“Latest Practicable Date”	September 6, 2024, being the latest practicable date for the purpose of ascertaining certain information referred to in this Offer Document
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited

DEFINITIONS

“Long Stop Date”	December 31, 2024
“Maximum Number”	46,921,448 Class A Ordinary Shares (including in the form of ADSs), being the maximum number of Class A Ordinary Shares to be bought back pursuant to the Offers, in aggregate, representing approximately 15.9% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date
“Mr. Zhou”	Mr. Yuan Zhou, founder, chairman, executive Director, and chief executive officer of the Company
“Non-U.S. Offer”	the conditional voluntary cash offer by Deutsche Bank on behalf of the Company to buy back Class A Ordinary Shares at the Offer Price from all Non-U.S. Qualifying Shareholders in accordance with the Share Buy-backs Code, which, together with the U.S. Offer, is subject to the cap of the Maximum Number
“Non-U.S. Qualifying Shareholder(s)”	Shareholder(s) who are not U.S. Shareholders and whose name(s) appear(s) on the Register of Members on the Record Date
“NYSE”	New York Stock Exchange
“Offer Document”	this offer document (accompanied with, among others, the notice of the EGM, the form of proxy for voting at the EGM, and the Form of Acceptance) issued by the Company in connection with the Non-U.S. Offer in accordance with the Codes
“Offer Period”	has the meaning ascribed thereto under the Codes and commencing from the date of the Announcement
“Offer Price”	HK\$9.11 per Class A Ordinary Share or US\$3.50 per ADS
“Offers”	the Non-U.S. Offer and the U.S. Offer, which together are subject to the cap of the Maximum Number
“Onshore Holdco(s)”	Beijing Zhizhe Tianxia Technology Co., Ltd. (北京智者天下科技有限公司), Shanghai Pinzhi Education Technology Co., Ltd. (上海品職教育科技有限公司), and Wuhan Xinyue Network Technology Co., Ltd. (武漢昕越網絡科技有限公司)

DEFINITIONS

“Overseas Shareholder(s)”	Shareholder(s), whose address(es) as shown on the register of members of the Company is/are outside Hong Kong
“Paying Agent”	Broadridge Corporate Issuer Solutions, LLC
“PFIC”	passive foreign investment company, as defined by the Internal Revenue Service of the United States for U.S. federal income tax purposes
“Prospectus”	the prospectus of the Company dated April 11, 2022
“Qiming Shareholders”	being (i) Qiming Venture Partners III, L.P., an exempted limited partnerships organized under the laws of the Cayman Islands, (ii) Qiming Managing Directors Fund III, L.P., an exempted limited partnerships organized under the laws of the Cayman Islands, and (iii) Qiming Venture Partners III Annex Fund, L.P., an exempted limited partnerships organized under the laws of the Cayman Islands, which in aggregate hold 10,201,891 Class A Ordinary Shares (including in the form of ADSs), representing approximately 3.5% of interest in the total issued and outstanding Shares (on a one share one vote basis, and excluding the Class A Ordinary Shares issued to the Depositary for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan) and approximately 2.3% of voting rights in the Company as of the Latest Practicable Date
“Qualifying Shareholder(s)”	Non-U.S. Qualifying Shareholder(s) and U.S. Qualifying Shareholder(s)
“Record Date”	the record date for the Offers, which will be the 14th day after the date of the EGM, or October 30, 2024
“Register”	the register of members of the Company
“Registrar” or “Computershare”	Computershare Hong Kong Investor Services Limited, being the Company’s Hong Kong branch share registrar, whose address is situated at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong

DEFINITIONS

“Relevant Period”	the period from January 19, 2024 (being the date falling six months prior to July 19, 2024, the commencement date of the Offer Period) up to and including the Latest Practicable Date
“Reserved Matters”	those matters whose resolutions with respect to which each Share is entitled to one vote at general meetings of the Company pursuant to the Articles of Association, being: (i) any amendment to the Memorandum or Articles, including the variation of the rights attached to any class of shares, (ii) the appointment, election or removal of any independent non-executive Director, (iii) the appointment or removal of the Company’s auditors, and (iv) the voluntary liquidation or winding up of the Company
“RMB” or “Renminbi”	Renminbi, the lawful currency of the People’s Republic of China
“SAIF Shareholder”	SAIF IV Mobile Apps (BVI) Limited is a company incorporated in the British Virgin Islands and holds 12,028,878 Class A Ordinary Shares (including in the form of ADSs), representing approximately 4.1% of interest in the total issued and outstanding Shares (on a one share one vote basis, and excluding the Class A Ordinary Shares issued to the Depository for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan) and approximately 2.7% of voting rights in the Company as of the Latest Practicable Date
“SEC”	the United States Securities and Exchange Commission
“SFC”	the Securities and Futures Commission of Hong Kong
“SFO”	Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong)
“Share(s)”	the Class A Ordinary Shares and Class B Ordinary Shares in the share capital of the Company, as the context so requires
“Share Buy-backs Code”	the Code on Share Buy-backs of Hong Kong
“Share EGM Record Date”	the close of business on September 23, 2024, Hong Kong time, as the record date of Class A Ordinary Shares and Class B Ordinary Shares for the EGM

DEFINITIONS

“Shareholder(s)”	holder(s) of the Shares from time to time
“Takeovers Code”	the Code on Takeovers and Mergers of Hong Kong
“Tender Agent”	Broadridge Corporate Issuer Solutions, LLC
“Title Document(s)”	the relevant Share certificate(s), transfer receipt(s), and/or other document(s) of title with respect to ownership(s) of the Share(s) (and/or any satisfactory indemnity or indemnities required in respect thereof)
“United States”	United States of America
“U.S. Business Day”	any day, other than Saturday, Sunday, or a federal holiday in the United States, and consisting of the time period from 12:01 a.m. through 12:00 midnight Eastern Time
“U.S. Offer”	the conditional voluntary cash offer by the Company to buy back Class A Ordinary Shares (including in the form of ADSs) at the Offer Price from all U.S. Qualifying Shareholders and ADS holders (wherever such ADS holders are located), which, together with the Non-U.S. Offer, is subject to the cap of the Maximum Number
“U.S. Offer to Purchase”	the U.S. offer to purchase dated September 9, 2024 and issued by the Company in connection with the U.S. Offer (accompanied with, among others, the Form of Acceptance, the ADS Letter of Transmittal, the notice of EGM, the form of proxy for voting at the EGM, and the ADS voting instruction card) in accordance with the U.S. laws and regulations
“U.S. Qualifying Shareholder(s)”	Shareholder(s) that are resident(s) of, or located in, the United States with their name(s) appear(s) on the Register on the Record Date and other Shareholder(s) whose names do not appear on the Register on the Record Date (including Shareholders whose Class A Ordinary Shares are held through CCASS or otherwise in the name of a nominee) and who have duly notified the Company that they are resident(s) of, or located in, the United States on the Record Date
“US\$” or “U.S. dollars”	United States dollars, the lawful currency of the United States of America

DEFINITIONS

“VIE Registered Shareholders”	the registered shareholders of the Onshore Holdcos, namely, Mr. Zhou and Mr. Dahai Li with respect to Beijing Zhizhe Tianxia Technology Co., Ltd. (北京智者天下科技有限公司); Nanjing Zhizhe Tianxia Information Technology Co., Ltd. (南京智者天下信息技術有限公司), Sike Li and Lingtao Zhang with respect to Shanghai Pinzhi Education Technology Co., Ltd. (上海品職教育科技有限公司); and Mr. Zhou and Rongle Zhang with respect to Wuhan Xinyue Network Technology Co., Ltd. (武漢昕越網絡科技有限公司) (other than Beijing Radio and Television Station (北京廣播電視台) which is an independent third party with 1% shareholding in Beijing Zhizhe Tianxia Technology Co., Ltd. (北京智者天下科技有限公司))
“weighted voting rights” or “WVR”	has the meaning ascribed to it under the Listing Rules
“WFOEs,” each a “WFOE”	Zhizhe Sihai (Beijing) Technology Co., Ltd. (智者四海(北京)技術有限公司), Shanghai Zhishi Technology Co., Ltd. (上海知匙科技有限公司), and Wuhan Bofeng Technology Co., Ltd. (武漢博烽科技有限公司)
“WVR Beneficiary”	has the meaning ascribed to it under the Listing Rules and unless the context otherwise requires, refers to Mr. Zhou, being the beneficial owner of the Class B Ordinary Shares which carry weighted voting rights, details of which are set out in the section headed “Share Capital” in the Prospectus
“WVR Structure”	has the meaning ascribed to it in the Listing Rules
“%”	per cent

Unless otherwise specified, (i) all translations of financial data in Hong Kong dollars into U.S. dollars and from U.S. dollars into Hong Kong dollars in this Offer Document were made at the exchange rate prevailing on the date of the Announcement as set forth in the H.10 statistical release of the Federal Reserve Board: US\$1.00 : HK\$7.8073; and (ii) all translations of financial data in Hong Kong dollars into Renminbi and from Renminbi into Hong Kong dollars in this Offer Document were made at the exchange rate published by the People’s Bank of China on December 29, 2023: HK\$1.00 : RMB0.90622. The translations should not be construed as representations that the converted amounts actually represent such amounts could be converted into another currency at the rates indicated above.

LETTER FROM THE BOARD

Zhihu Inc.

知乎

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)

(NYSE: ZH; HKEX: 2390)

Executive Director:

Mr. Yuan Zhou

(Chairman and Chief Executive Officer)

Non-executive Directors:

Mr. Dahai Li

Mr. Zhaohui Li

Mr. Bing Yu

Independent Non-executive Directors:

Mr. Hanhui Sam Sun

Ms. Hope Ni

Mr. Derek Chen

Registered Office:

PO Box 309

Ugland House

Grand Cayman KY1-1104

Cayman Islands

Head Office and Principal Place of Business

in the People's Republic of China:

18 Xueqing Road

Haidian District

Beijing 100083

People's Republic of China

Principal Place of Business

in Hong Kong:

5/F, Manulife Place

348 Kwun Tong Road

Kowloon

Hong Kong

September 9, 2024

To the Shareholders

Dear Sir or Madam,

CONDITIONAL VOLUNTARY CASH OFFERS OF THE COMPANY TO BUY BACK UP TO 46,921,448 CLASS A ORDINARY SHARES (INCLUDING IN THE FORM OF AMERICAN DEPOSITARY SHARES) AT A PRICE OF HK\$9.11 PER CLASS A ORDINARY SHARE (EQUIVALENT OF US\$3.50 PER ADS)

INTRODUCTION

Reference is made to the Announcement of the Company dated July 19, 2024. The Company is hereby making Offers to buy back, subject to fulfilment of the Condition, up to the Maximum Number, being 46,921,448 Class A Ordinary Shares (including in the form of ADSs), representing approximately 15.9% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date at a cash consideration of HK\$9.11 per Class A Ordinary Share (equivalent of US\$3.50 per ADS).

LETTER FROM THE BOARD

The Class A Ordinary Shares (including in the form of ADSs) to be bought back by the Company will not exceed the Maximum Number and the Offers are not conditional upon a minimum number of Class A Ordinary Shares (including in the form of ADSs) being tendered for buy-backs. Shareholders and ADS holders are not required to tender any or all of their Class A Ordinary Shares (including in the form of ADSs) if they do not wish to do so.

The Offers are structured as two separate offers, namely the Non-U.S. Offer and the U.S. Offer, in light of the following considerations:

- (i) **Dual Primarily Listed Issuer and Tier II Cross-Border Tender Offer Exemption:** The Company is dual primarily listed on both the Hong Kong Stock Exchange and the NYSE, and a tender offer to buy back Class A Ordinary Shares and ADSs requires compliance with both Hong Kong and U.S. laws and regulations. As the Company's U.S. Shareholders hold more than 10% and no more than 40% of the Class A Ordinary Shares (including in the form of ADSs), it has relied on the "Tier II" cross-border tender offer exemption in accordance with Rule 13e-4(i) under the Exchange Act, which only allows limited exceptions to the filing, disclosure, and dissemination requirements for tender offers under the applicable U.S. laws and regulations. The separate Non-U.S. Offer and U.S. Offer are permitted for "Tier II" cross-border tender offers, and this separation enables the Company to accommodate the requirements of both U.S. and non-U.S. jurisdictions without causing confusion to investors.
- (ii) **Procedures Specific to ADS Holders:** A substantial number of Class A Ordinary Shares are represented by the ADSs listed on the NYSE. While the principal terms and conditions of the Non-U.S. Offer and U.S. Offer are the same as set forth in Appendix I to the Offer Document, including the Maximum Number, the Offer Price, the period during which the Offers remain open for acceptance, the withdrawal rights and the settlement period, there is a separate set of procedures for ADS tendering activities and their settlement in light of the different natures and clearing institutions between Class A Ordinary Shares and ADSs, which only concern ADS holders. The separate U.S. Offer includes such additional procedural matters for the attention of ADS holders without unnecessarily causing confusion to Non-U.S. Shareholders.
- (iii) **Separate Governing Laws:** The Company believes that it is necessary to structure the Offers into Non-U.S. Offer and U.S. Offer, which are subject to Hong Kong and U.S. laws, respectively, to facilitate the understanding and regulate tendering activities by non-U.S. and U.S. Shareholders and ADS holders. The Non-U.S. Offer, all acceptances of it, and all actions taken or made or deemed to be taken or made pursuant to these terms will be governed by and construed in accordance with Hong Kong laws, whereas the U.S. Offer, all acceptances of it, and all actions taken or

LETTER FROM THE BOARD

made or deemed to be taken or made pursuant to these terms will be governed by and construed in accordance with U.S. laws. This can also facilitate both non-U.S. and U.S. Shareholders and ADS holders to comply with applicable legal requirements to which they respectively are subject.

Based on the foregoing considerations, the Company believes that the interests of the Non-U.S. Qualifying Shareholders, U.S. Qualifying Shareholders, and ADS holders will not be prejudiced by the dual offer structure.

Non-U.S. Qualifying Shareholders may only tender in the Non-U.S. Offer. U.S. Qualifying Shareholders and ADS holders (wherever such ADS holders are located) may only tender in the U.S. Offer.

The Company is making the U.S. Offer pursuant to the U.S. Offer to Purchase. Deutsche Bank, as the financial adviser to the Company and for and on behalf of the Company, is making the Non-U.S. Offer pursuant to Rule 3 of the Share Buy-backs Code on the basis of the section headed “Principal Terms of the Non-U.S. Offer” set out in the “Letter From Deutsche Bank” in and the principal terms of the Offers set out in Appendix I to this Offer Document. Appendix I to this Offer Document includes principal terms of the Non-U.S. Offer and U.S. Offer in respect of Class A Ordinary Shares. Appendix V to this Offer Document includes additional information for ADS holders.

The purpose of the Offer Document or the U.S. Offer to Purchase, as applicable, is to provide you with, among other things:

- (i) the expected timetable relating to the Offers,
- (ii) the details of the Non-U.S. Offer as set out in the “Letter From Deutsche Bank” in this Offer Document and the principal terms of the Offers set out in Appendix I to this Offer Document,
- (iii) the details of the U.S. Offer as set out in the U.S. Offer to Purchase, the principal terms of the Offers set out in Appendix I to this Offer Document, and Appendix V to this Offer Document,
- (iv) the recommendation from the Independent Board Committee with respect to the Offers,
- (v) the advice of the Independent Financial Adviser to the Independent Board Committee in connection with the Offers, and
- (vi) the notice of EGM to consider and approve, if thought fit, the Offers.

LETTER FROM THE BOARD

The Form of Acceptance accompanying both this Offer Document and the U.S. Offer to Purchase is for use by the Qualifying Shareholders who wish to accept the Offers, including both Non-U.S. Qualifying Shareholders and U.S. Qualifying Shareholders.

U.S. Qualifying Shareholders and ADS holders should refer to the U.S. Offer to Purchase for the details of the U.S. Offer. The ADS holders who wish to accept the U.S. Offer should use the ADS Letter of Transmittal accompanying the U.S. Offer to Purchase.

Although Non-U.S. Qualifying Shareholders may not tender into the U.S. Offer, certain information relevant to U.S. Shareholders and ADS holders, but not relevant to Non-U.S. Qualifying Shareholders, has been included in this Offer Document to ensure equality of information, including the information as set forth in Appendix V to this Offer Document. The U.S. Offer to Purchase does not contain any material information that is not included in this Offer Document.

THE OFFER PRICE

The Offer Price of HK\$9.11 values the entire issued and outstanding share capital of the Company as of the Latest Practicable Date (being 294,753,259 Shares) at approximately HK\$2.69 billion.

The Offer Price of HK\$9.11 in cash per Class A Ordinary Share represents:

- (i) a premium of approximately 8.8% over the closing price of HK\$8.37 per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange on September 5, 2024, being the last trading day of the Hong Kong Stock Exchange prior to the Latest Practicable Date,
- (ii) a premium of approximately 7.2% over the closing price of HK\$8.50 per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange on the Last Trading Day,
- (iii) a premium of approximately 10.0% over HK\$8.28, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the five consecutive trading days up to and including the Last Trading Day,
- (iv) a premium of approximately 9.6% over HK\$8.31, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the ten consecutive trading days up to and including the Last Trading Day,
- (v) a premium of approximately 14.9% over HK\$7.93, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the thirty consecutive trading days up to and including the Last Trading Day,

LETTER FROM THE BOARD

- (vi) a discount of approximately 47.1% to the consolidated net asset value of the Company as of December 31, 2023 of approximately RMB15.61 per Share (equivalent to approximately HK\$17.22 per Share) pursuant to the latest audited consolidated financial statements of the Company, calculated based on the audited consolidated net asset value attributable to the Shareholders of RMB4,599.81 million as of December 31, 2023 and the total Shares in issue and outstanding as of the date of the Announcement,
- (vii) a discount of approximately 43.6% to the consolidated net asset value of the Company as of June 30, 2024 of approximately RMB14.63 per Share (equivalent to approximately HK\$16.14 per Share) pursuant to the unaudited condensed interim consolidated financial information of the Group for the six months ended June 30, 2024, calculated based on the unaudited consolidated net asset value attributable to the Shareholders of RMB4,312.29 million as of June 30, 2024 and the total Shares in issue and outstanding as of the Latest Practicable Date.

The Offer Price of US\$3.50 in cash per ADS represents:

- (i) a premium of approximately 2.0% over the closing price of US\$3.43 per ADS as quoted on the NYSE on September 5, 2024, New York City time (being the NYSE trading day prior to the Latest Practicable Date),
- (ii) a premium of approximately 14.4% over the closing price of US\$3.06 per ADS as quoted on the NYSE on July 18, 2024, New York City time (being the NYSE trading day prior to the Last Trading Day),
- (iii) a premium of approximately 11.5% over US\$3.14, which is the average closing price per ADS as quoted on the NYSE for the five consecutive trading days up to and including the NYSE trading day prior to the Last Trading Day,
- (iv) a premium of approximately 10.8% over US\$3.16, which is the average closing price per ADS as quoted on the NYSE for the ten consecutive trading days up to and including the NYSE trading day prior to the Last Trading Day, and
- (v) a premium of approximately 14.8% over US\$3.05 which is the average closing price per ADS as quoted on the NYSE for the thirty consecutive trading days up to and including the NYSE trading day prior to the Last Trading Day.

The Offer Price per Class A Ordinary Share was determined after taking into account, among other things, the historical prices of the Class A Ordinary Shares traded on the Hong Kong Stock Exchange and the ADSs traded on the NYSE, historical financial information of the Group and the prevailing market and sentiments, and with reference to the share buy-back transactions of companies listed on the Main Board of the Hong Kong Stock Exchange or on the NYSE in recent years. The Offer Price per ADS was determined on the same basis as the

LETTER FROM THE BOARD

Offer Price per Class A Ordinary Share and was calculated based on the ADS to Class A Ordinary Share ratio (i.e., every one representing three Class A Ordinary Shares) and an exchange rate of US\$1.00 : HK\$7.8073, the exchange rate prevailing on the date of the Announcement set forth in the H.10 statistical release of the Federal Reserve Board.

TERMS, ACCEPTING PROCEDURES, SETTLEMENT, AND WITHDRAWAL RIGHTS OF THE OFFERS

For terms, accepting procedures, settlement, and withdrawal rights of the Offers in respect to Class A Ordinary Shares, please refer to Appendix I to this Offer Document. For terms, accepting procedures, settlement, and withdrawal rights of the Offers in respect to ADSs, please refer to Appendix I and Appendix V to this Offer Document,

Non-U.S. Shareholders may refer to the “Letter From Deutsche Bank” in and Appendix I to this Offer Document. U.S. Shareholders and ADS holders may refer to the U.S. Offer to Purchase and Appendix I and Appendix V to this Offer Document.

CONFIRMATION OF FINANCIAL RESOURCES

The maximum amount of consideration for the Offers, being approximately HK\$427,454,392 if the Offers are accepted in full, will be paid in cash and will be funded fully by internal cash resources of the Group. Deutsche Bank, being the financial adviser to the Company in respect of the Offers, is satisfied that sufficient financial resources are available to the Company to satisfy the consideration for the full acceptance of the Offers as described above. On this basis, sufficient financial resources are available to the Company to satisfy the consideration for the full acceptance of the U.S. Offer as described above.

CONDITION OF THE OFFERS

The Offers are conditional upon the approval by more than 50% of the votes cast by the Independent Shareholders in attendance either in person or by proxy by way of a poll having been obtained at the EGM in respect of the Offers on or before the Long Stop Date.

The Condition cannot be waived. Accordingly, if the Condition is not satisfied on or before the Long Stop Date, the Offers will not proceed.

ODD LOTS OF CLASS A ORDINARY SHARES

The Class A Ordinary Shares are currently traded in board lot of 100 Class A Ordinary Shares each on the Hong Kong Stock Exchange. There is no intention to change the board lot size as a result of the Offers. Accepting Shareholders should note that acceptance of the Offers may result in their holding of odd lots of Class A Ordinary Shares.

LETTER FROM THE BOARD

Computershare Hong Kong Investor Services Limited, whose address is at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong (telephone number: +852 2862-8555, prior appointment required) has been appointed by the Company as the designated agent to, on a best effort basis, match sales and purchases of odd lot holdings of Class A Ordinary Shares in the market for a period of three weeks from the completion of the Offers to enable, among others, the Accepting Shareholders to dispose of their odd lots or to top up their odd lots to whole board lots. Such Accepting Shareholders should note that the matching of odd lots is not guaranteed. Further details of the related arrangements will be announced after the Offers have become unconditional, as and if appropriate.

NOMINEE REGISTRATION OF SHARES

To ensure equality of treatment of all Qualifying Shareholders, those who hold Class A Ordinary Shares as nominees for more than one beneficial owner should, as far as practicable, treat the holding of each beneficial owner separately. In order for beneficial owners of the Class A Ordinary Shares, whose investments are registered in nominee names (including those whose interests in Class A Ordinary Shares are held through CCASS), to accept the Offers, it is essential that they provide instructions to their nominee agents of their intentions with regard to the Offers.

TAX IMPLICATIONS

Shareholders and ADS holders are recommended to consult their own professional advisers if they are in any doubt as to the tax implications of their acceptance of the Offers, in particular regarding their individual tax position and the exemptions or reductions of applicable withholding tax that may be available to them. It is emphasized that none of the Company, its ultimate beneficial owners, and parties acting in concert with any of them, Deutsche Bank, the Independent Financial Adviser, the Registrar, or any of their respective directors or any persons involved in the Offers accepts responsibility for any taxation effects on, or liabilities of, any person or persons as a result of acceptance of the Offers.

THE IRREVOCABLE UNDERTAKINGS

Each of Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder has irrevocably undertaken to the Company that (i) it will, and will procure the holders of Class A Ordinary Shares and/or ADSs whose Class A Ordinary Shares and/or ADSs it is deemed to be interested in by virtue of Part XV of the SFO to, accept the Offers in respect of part of such Class A Ordinary Shares and/or ADSs; (ii) it will, and will procure the holders of Class A Ordinary Shares whose Class A Ordinary Shares it is deemed to be interested in by virtue of Part XV of the SFO to, vote in favor of the resolution in connection with the Offers at the EGM; and (iii) prior to the earlier of the Offers closing or lapsing: (a) it will not, and will procure any party acting in concert with it not to, acquire any Class A Ordinary Share or ADS or other securities of the Company; and (b) it will not, and will procure any party acting in concert with it not to, sell, transfer, assign, charge, encumber, grant any option over, or

LETTER FROM THE BOARD

otherwise dispose of or permit the sale, transfer, charging, or other disposition or creation or grant of any other encumbrance or option of or over all or any Class A Ordinary Shares and/or ADSs. The Irrevocable Undertakings are binding until the closing, lapse, or withdrawal of the Offers.

Pursuant to the Irrevocable Undertakings,

- (i) Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder have irrevocably undertaken to the Company to tender 9,000,000, 5,891,994, and 3,000,000 Class A Ordinary Shares (including in the form of ADSs) for acceptance of the Offers, respectively, representing approximately 3.1%, 2.0%, and 1.0% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date; and
- (ii) in respect of the undertaking to vote in favor of the resolution in connection with the Offers at the EGM, Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder together hold a total of 34,120,714 Class A Ordinary Shares (including in the form of ADSs), representing approximately 7.6% of the voting rights in the Company as of the Latest Practicable Date.

As of the Latest Practicable Date, Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder held 11,889,945, 10,201,891, and 12,028,878 Class A Ordinary Shares (including in the form of ADSs), representing approximately 4.0%, 3.5%, and 4.1% of the total Shares (on a one share one vote basis, and excluding the Class A Ordinary Shares issued to the Depository for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan) and approximately 2.6%, 2.3%, and 2.7% of voting rights in the Company, respectively.

Mr. Zhou has indicated to the Company that he will procure MO Holding Ltd through which he holds his interests in the Company to vote in favor of the resolution in connection with the Offers at the EGM.

As of the Latest Practicable Date, the Company was aware, after reasonable inquiry, that (i) none of the Directors who hold Shares or persons acting in concert with any of them will accept the Offers, and (ii) save for Mr. Zhou who is a Director, there were no other Shareholders or ADS holders holding 10% or more of the voting rights of the Company.

As of the Latest Practicable Date, the trustee of the 2022 Plan held 10,109,451 Class A Ordinary Shares, which are held on trust for participants under the 2022 Plan to satisfy the future exercise or vesting of awards granted under the 2022 Plan. Under the trust deed in respect of the 2022 Plan, the trustee will not exercise the voting rights in respect of any Class A Ordinary Shares held under the 2022 Plan. Accordingly, such 10,109,451 Class A Ordinary Shares will not be voted at the EGM. In accordance with the trust deed in respect of the 2022 Plan, the Board has instructed the trustee not to accept the Offers.

LETTER FROM THE BOARD

As of the Latest Practicable Date, save for the Irrevocable Undertakings, (i) neither the Company nor parties acting in concert with it had received any irrevocable commitment not to accept the Offers; and (ii) neither the Company nor parties acting in concert with it had received any irrevocable commitment to accept the Offers.

IMPLICATIONS UNDER THE LISTING RULES AND THE CODES OF HONG KONG

Implications Under the Listing Rules of Hong Kong

As of the Latest Practicable Date, Mr. Zhou, who is the WVR Beneficiary, beneficially owned an aggregate of 17,393,666 Class B Ordinary Shares and 19,460,912 Class A Ordinary Shares, representing approximately 42.9% of the voting rights in the Company with respect to shareholder resolutions relating to matters other than the Reserved Matters. Mr. Zhou holds his interests in the Company through MO Holding Ltd. More than 99% of the interest of MO Holding Ltd is held by South Ridge Global Limited, which is in turn wholly-owned by a trust that was established by Mr. Zhou (as the settlor) for the benefit of Mr. Zhou and his family. The remaining interest of MO Holding Ltd is held by Zhihu Holdings Inc., which is wholly-owned by Mr. Zhou.

Pursuant to Rule 8A.13 of the Listing Rules, a listed issuer with a WVR Structure must not increase the proportion of shares that carry weighted voting rights above the proportion in issue at the time of listing. Pursuant to Rule 8A.15 of the Listing Rules, if a listed issuer with a WVR Structure reduces the number of its shares in issue (such as through a purchase of its own shares), the beneficiaries of weighted voting rights must reduce their weighted voting rights in the issuer proportionately (such as through conversion of a proportion of their shareholding with those rights into shares without those rights), if the reduction in the number of shares in issue would otherwise result in an increase in the proportion of the listed issuer's shares that carry weighted voting rights. Pursuant to Rule 8A.21 of the Listing Rules, any conversion of shares with weighted voting rights into ordinary shares must occur on a one to one ratio.

Upon completion of the Offers, Mr. Zhou, the WVR Beneficiary, will simultaneously reduce his WVR in the Company by way of converting his Class B Ordinary Shares into Class A Ordinary Shares, such that the proportion of shares carrying WVR of the Company will not be increased.

LETTER FROM THE BOARD

Implications Under the Codes of Hong Kong

Taking into account (i) the Maximum Number of Class A Ordinary Shares subject to the Offers and (ii) the fact that Mr. Zhou, the WVR Beneficiary, will simultaneously reduce his WVR in the Company by way of converting his Class B Ordinary Shares into Class A Ordinary Shares on a one to one ratio to the effect that the proportion of shares carrying WVR of the Company will not be increased, it is expected that full acceptance of the Offers will not result in change in control of the Company and will not result in acquisition of voting rights by any Shareholder that gives rise to an obligation to make a mandatory offer in accordance with Rule 26 of the Takeovers Code. The Company intends to maintain the listing status of the Class A Ordinary Shares on the Hong Kong Stock Exchange and the ADSs on the NYSE.

Pursuant to Rule 3.1 of the Share Buy-backs Code, a share buy-back by general offer must be approved by a majority of the votes cast by shareholders who do not have a material interest in such offer that is different from the interests of all other shareholders, in attendance in person or by proxy at a general meeting of the shareholders duly convened and held to consider such offer. The Offers are conditional upon the approval by more than 50% of the votes cast by the Independent Shareholders in attendance either in person or by proxy by way of a poll having been obtained at the EGM in respect of the Offers on or before the Long Stop Date.

If the Offers are not approved by the Independent Shareholders, the Offers will not proceed and will lapse immediately.

CHANGES IN SHAREHOLDING STRUCTURE OF THE COMPANY

The following table sets forth the shareholding structure of the Company as of the Latest Practicable Date and immediately after the completion of the Offers, assuming that (i) valid acceptances are received for the Maximum Number of Class A Ordinary Shares (including in the form of ADSs) and the Maximum Number of Class A Ordinary Shares are bought back under the Offers; (ii) Mr. Zhou will simultaneously reduce his WVR in the Company by way of converting his Class B Ordinary Shares into Class A Ordinary Shares on a one to one ratio pursuant to the Listing Rules to the effect that the proportion of shares carrying WVR of the Company will not be increased; (iii) no outstanding options or restricted share units granted pursuant to the 2012 Plan or the 2022 Plan will be exercised or vested from the Latest Practicable Date up to and including the date of completion of the Offers; and (iv) none of the Controlling Shareholders, Director who holds Shares, or parties acting in concert with the Company will accept the Offers.

LETTER FROM THE BOARD

	As of the Latest Practicable Date			Upon completion of the Offers		
	Number of Shares	Approximate % of interest in the total issued and outstanding Shares (on a one share one vote basis)	Approximate % of voting rights	Number of Shares	Approximate % of interest in the total issued and outstanding Shares (on a one share one vote basis)	Approximate % of voting rights
Controlling Shareholders						
- MO Holding Ltd ⁽¹⁾	19,460,912 Class A Ordinary Shares	6.6%	4.3%	22,227,776 Class A Ordinary Shares	9.0%	5.9%
	17,393,666 Class B Ordinary Shares	5.9%	38.5%	14,626,802 Class B Ordinary Shares	5.9%	38.5%
Sub-total	36,854,578 Shares	12.5%	42.9%	36,854,578 Shares	14.9%	44.4%
Director who holds Shares						
- Mr. Dahai Li ⁽²⁾	2,878,690 Class A Ordinary Shares	1.0%	0.6%	2,878,690 Class A Ordinary Shares	1.2%	0.8%
- Mr. Hanhui Sam Sun ⁽³⁾	7,500 Class A Ordinary Shares	0.0%	0.0%	7,500 Class A Ordinary Shares	0.0%	0.0%
- Ms. Hope Ni ⁽³⁾	7,500 Class A Ordinary Shares	0.0%	0.0%	7,500 Class A Ordinary Shares	0.0%	0.0%
- Mr. Derek Chen ⁽³⁾	5,000 Class A Ordinary Shares	0.0%	0.0%	5,000 Class A Ordinary Shares	0.0%	0.0%
Parties acting in concert with the Company						
- Deutsche Bank Concert Group ⁽⁴⁾	-	-	-	-	-	-
Other Shareholders						
Trustee of the 2022 Plan ⁽⁵⁾	10,109,451 Class A Ordinary Shares	3.4%	2.2%	10,109,451 Class A Ordinary Shares	4.1%	2.7%
Innovation Works Shareholders ⁽⁶⁾	11,889,945 Class A Ordinary Shares	4.0%	2.6%	2,889,945 Class A Ordinary Shares	1.2%	0.8%
Qiming Shareholders ⁽⁶⁾	10,201,891 Class A Ordinary Shares	3.5%	2.3%	4,309,897 Class A Ordinary Shares	1.7%	1.1%
SAIF Shareholder ⁽⁶⁾	12,028,878 Class A Ordinary Shares	4.1%	2.7%	9,028,878 Class A Ordinary Shares	3.6%	2.4%
Other shareholders	210,769,826 Class A Ordinary Shares	71.5%	46.7%	181,740,372 Class A Ordinary Shares	73.3%	47.9%
Total	294,753,259 Shares	100.0%	100.0%	247,831,811 Shares	100.0%	100.0%

LETTER FROM THE BOARD

Notes:

- (1) MO Holding Ltd is a company incorporated in the British Virgin Islands. As of the Latest Practicable Date, more than 99% of the interest of MO Holding Ltd is held by South Ridge Global Limited, which is in turn wholly-owned by a trust that was established by Mr. Zhou (as the settlor) for the benefit of Mr. Zhou and his family. The remaining interest of MO Holding Ltd is held by Zhihu Holdings Inc., which is wholly-owned by Mr. Zhou. Upon completion of the Offers, Mr. Zhou, the WVR Beneficiary, will simultaneously reduce his WVR in the Company by way of converting the Class B Ordinary Shares held by MO Holding Ltd into Class A Ordinary Shares on a one to one ratio pursuant to the Listing Rules, such that the proportion of shares carrying WVR of the Company will not be increased.
- (2) Including (i) 1,673,042 Class A Ordinary Shares held by Ocean Alpha Investment Limited, (ii) 1,106,198 Class A Ordinary Shares held by SEA & SANDRA Global Limited, and (iii) 99,450 Class A Ordinary Shares representing the ADSs held by Mr. Dahai Li. The entire interest in Ocean Alpha Investment Limited is held by a trust that was established by Mr. Dahai Li for the benefit of him and his family. SEA & SANDRA Global Limited is wholly-owned by Mr. Dahai Li. Mr. Dahai Li is therefore deemed to be interested in the Shares held by Ocean Alpha Investment Limited and SEA & SANDRA Global Limited.
- (3) The relevant Directors are entitled to receive 10,000 restricted shares (the underlying Shares of which are Class A Ordinary Shares) pursuant to their respective director agreements with the Company. As of the Latest Practicable Date, 75%, 75%, and 50% of the relevant restricted shares have become vested to Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen, respectively.
- (4) Deutsche Bank has been appointed as the financial adviser to the Company in respect of the Offers. Accordingly, members of the Deutsche Bank Concert Group are presumed to be acting in concert with the Company in accordance with class 5 of the definition of “acting in concert” under the Takeovers Code.

As of the Latest Practicable Date, members of the Deutsche Bank group do not legally or beneficially own, control, or have direction over any Class A Ordinary Shares or ADSs (except in respect of Class A Ordinary Shares or ADSs held by exempt principal traders or exempt fund managers or Class A Ordinary Shares or ADSs held on behalf of non-discretionary investment clients of other parts of the Deutsche Bank group).

Notwithstanding that connected exempt principal traders within the Deutsche Bank group are not acting in concert with the Company:

- (i) Class A Ordinary Shares or ADSs held by any such connected exempt principal traders will not be voted at the EGM in accordance with the requirement of Rule 35.4 of the Takeovers Code, and the Class A Ordinary Shares or ADSs held by any member of the Deutsche Bank group in the capacity of an exempt principal trader for and on behalf of non-discretionary investment clients will not be voted at the EGM unless otherwise confirmed with the Executive.
 - (ii) Class A Ordinary Shares or ADSs held by such exempt principal traders may, subject to consent of the Executive, be allowed to be voted at the EGM if: (a) the relevant connected exempt principal trader holds the relevant Class A Ordinary Shares or ADSs as a simple custodian for and on behalf of non-discretionary clients; (b) there are contractual arrangements in place between the relevant connected exempt principal trader and its client that strictly prohibit such member of the Deutsche Bank group from exercising any discretion over the relevant Class A Ordinary Shares or ADSs; (c) all instructions should originate from such non-discretionary client only (if no instructions are given, then no action should be taken on the relevant Class A Ordinary Shares or ADSs held by the relevant connected exempt principal trader); and (d) such non-discretionary client is not a party acting in concert with the Company and is an Independent Shareholder.
- (5) This represents the Class A Ordinary Shares, which were purchased at the cost of the Company, held by the trustee of the 2022 Plan on trust for participants under the 2022 Plan to satisfy the future exercise or vesting of awards granted under the 2022 Plan.
 - (6) Pursuant to the Irrevocable Undertakings, Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder have irrevocably undertaken to the Company to tender 9,000,000, 5,891,994, and 3,000,000 Class A Ordinary Shares (including in the form of ADSs) for acceptance of the Offers, respectively.
 - (7) The calculation is based on a total number of 277,359,593 Class A Ordinary Shares and 17,393,666 Class B Ordinary Shares issued and outstanding as of the Latest Practicable Date (excluding the Class A Ordinary Shares issued to the Depository for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan). In addition, percentage may not add up to 100% due to rounding.

LETTER FROM THE BOARD

DEALINGS IN SHARES

The Company repurchased 3,482,784 ADSs, representing a total of 1,741,392 Class A Ordinary Shares of the Company based on the then effective ADS to Class A Ordinary Share ratio of two ADSs representing one Class A Ordinary Share prior to May 10, 2024, in the Relevant Period in accordance with the general mandate to repurchase Shares and/or ADSs that has been granted by the Shareholders to the Board at the annual general meeting of the Company held on June 30, 2023. The Company will not conduct any on-market share buy-back from the Latest Practicable Date up to and including the date on which the Offers close, lapse, or are withdrawn, as the case may be.

Period of Repurchase	Number and Method of Repurchased Shares	Price Paid per Share		Average Price Paid per Share
		Highest	Lowest	
January 19 to January 31, 2024	1,615,066 on the NYSE	US\$1.73	US\$1.56	US\$1.66
February 1 to February 29, 2024	—	—	—	—
March 1 to March 31, 2024	126,326 on the NYSE	US\$1.38	US\$1.35	US\$1.37
April 1 to April 30, 2024	—	—	—	—
May 1 to May 31, 2024	—	—	—	—
June 1 to June 30, 2024	—	—	—	—
July 1 to July 31, 2024	—	—	—	—
August 1 to August 31, 2024	—	—	—	—
September 1 to September 6, 2024	—	—	—	—

OTHER ARRANGEMENTS

As of the Latest Practicable Date:

- (i) save for the Irrevocable Undertakings, there is no arrangement referred to in Note 8 to Rule 22 of the Takeovers Code (whether by way of option, indemnity, or otherwise) in relation to the Shares and other relevant securities of the Company that might be material to the Offer;
- (ii) there is no agreement or arrangement, to which the Company or any party acting in concert with it is a party, that relates to circumstances in which it may or may not invoke or seek to invoke a pre-condition or a condition to the Offers (save as those set out in the section headed “Condition of the Offers” above);

LETTER FROM THE BOARD

- (iii) neither the Company nor any party acting in concert with it has borrowed or lent any relevant securities (as defined in Note 4 to Rule 22 of the Takeovers Code) in the Company;
- (iv) save for the Irrevocable Undertakings, there is no understanding, arrangement, agreement, or special deal between any Shareholder, on the one hand, and any of the Company and any party acting in concert with it, on the other hand; and
- (v) apart from the Offer Price, there is no other consideration, compensation, or benefit in whatever form paid or to be paid by the Company or any party acting in concert with it to any Shareholder or any party acting in concert with any of them in connection with the Offers.

INFORMATION ON THE COMPANY AND THE GROUP

The Company is an exempted company incorporated in Cayman Islands with limited liability, which is controlled through weighted voting rights. The Company's ADSs have been listed on the NYSE under the ticker symbol "ZH" since March 26, 2021. The Company's Class A Ordinary Shares have been listed on the Main Board of the Hong Kong Stock Exchange since April 22, 2022. The Group is a leading online content community in China where people come to find solutions, make decisions, seek inspiration, and have fun. Since the initial launch in 2010, the Group has grown from a Q&A community into one of the top comprehensive online content communities and the largest Q&A-inspired online content community in China.

The following tables set forth (i) a summary of the audited consolidated financial results of the Group for the years ended December 31, 2022 and 2023 as extracted from the annual report of the Company for the year ended December 31, 2023, and (ii) a summary of the unaudited condensed interim consolidated financial information of the Group for the six months ended June 30, 2023 and 2024 as extracted from the interim results announcement of the Company for the six months ended June 30, 2024.

	For the Year Ended December 31,	
	2023	2022
	<i>RMB'000</i>	<i>RMB'000</i>
	(Audited)	(Audited)
Revenue	4,198,889	3,604,919
Loss before income tax	(827,696)	(1,564,220)
Net loss	(839,528)	(1,578,403)
Net loss attributable to the Company's shareholders	(843,641)	(1,581,157)

LETTER FROM THE BOARD

	For the Six Months Ended June 30,	
	2024	2023
	RMB'000	RMB'000
	(Unaudited)	(Unaudited)
Revenue	1,894,673	2,038,429
Loss before income tax	(252,170)	(450,879)
Net loss	(246,391)	(458,038)
Net loss attributable to the Company's shareholders	(247,585)	(461,196)

The audited consolidated net asset value attributable to the Shareholders as of December 31, 2023 was RMB4,599.81 million. The unaudited consolidated net asset value attributable to the Shareholders as of June 30, 2024 was RMB4,312.29 million.

FINANCIAL EFFECTS OF THE OFFERS

The unaudited pro forma financial information of the Group upon completion of the Offers, illustrating the financial impact of the Offers on the net assets per Share attributable to Shareholders, net loss per Share attributable to Shareholders, liabilities and working capital (expressed as net current assets) of the Group, is set out in Appendix III to this Offer Document.

Net loss per Share attributable to Shareholders

Based on the unaudited pro forma financial information of the Group set out in Appendix III to this Offer Document and assuming that full acceptance of the Offers was completed on January 1, 2024 and the Maximum Number had been bought-back, the net loss per Share attributable to Shareholders for the six months ended June 30, 2024 would, as a result, have increased by approximately 20.5% from approximately RMB0.88 per Share to approximately RMB1.06 per Share.

Net assets per Share attributable to Shareholders

Based on the unaudited pro forma financial information of the Group set out in Appendix III to this Offer Document and assuming that full acceptance of the Offers was completed on June 30, 2024 and the Maximum Number had been bought-back, the net assets per Share as at June 30, 2024 would, as a result, have increased by approximately 9.2% from approximately RMB15.54 per Share to approximately RMB16.97 per Share.

Liabilities

The Offers will be paid in cash and fully funded by internal resources of the Group. The total liabilities as at June 30, 2024 would remain unchanged at approximately RMB1,708.0 million following the completion of the Offers.

LETTER FROM THE BOARD

Working capital

Based on the unaudited pro forma financial information of the Group set out in Appendix III to this Offer Document and assuming that full acceptance of the Offers was completed on June 30, 2024 and the Maximum Number had been bought-back, the working capital (expressed as net current assets) of the Group as at June 30, 2024 would be changed from net current assets of approximately RMB4,157.3 million to net current assets of approximately RMB3,757.5 million.

The Directors confirm that the Group will have sufficient working capital to meet its normal operating requirements after completion of the Offers assuming full acceptance of the Offers.

Based on the above and having considered the manner of funding of the consideration for the Offers, the Company considers that completion of the Offers will have no material adverse effect on the Group's net loss per Share attributable to Shareholders, net assets per Share attributable to Shareholders, total liabilities or working capital.

LETTER FROM THE BOARD

REASONS FOR AND BENEFITS OF THE OFFERS

The Company believes that the Offers are in the best interest of the Company and its Shareholders and ADS holders as a whole for the following reasons:

- (i) **The Offers will provide the Shareholders and ADS holders with an opportunity to realize part of their investments:** The Offer Price for Class A Ordinary Share represents a premium of approximately 9.6% over HK\$8.31, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the ten consecutive trading days up to and including the Last Trading Day, and a premium of approximately 14.9% over HK\$7.93, which is the average closing price per Share as quoted on the Hong Kong Stock Exchange for the thirty consecutive trading days up to and including the Last Trading Day. The Offer Price for ADS represents a premium of approximately 10.8% over US\$3.16, which is the average closing price per ADS as quoted on the NYSE for the ten consecutive trading days up to and including the NYSE trading day prior to the Last Trading Day, and a premium of approximately 14.8% over US\$3.05, which is the average closing price per ADS as quoted on the NYSE for the thirty consecutive trading days up to and including the NYSE trading day prior to the Last Trading Day.

The Offers will provide an opportunity for the Shareholders and ADS holders either to tender Class A Ordinary Shares (including in the form of ADSs) to realize part of their investments in the Company at a premium to recent market prices, or to increase their proportionate equity interests in the Company by retaining their shareholdings and participating in the future prospects of the Group. Therefore, the Offers provide the Shareholders and ADS holders a mechanism that allows them to decide their preferred investment level in the Company and allows those who wish to stay to benefit from enhanced Shareholder value.

- (ii) **The Offers will improve the trading dynamics and refresh the Company's shareholders' structure:** Considering the thin liquidity of the Class A Ordinary Shares traded on the Hong Kong Stock Exchange and in the form of ADSs traded on the NYSE, the Company believes that the Offers, if completed, will improve the trading dynamics and refresh the Company's shareholders' structure.
- (iii) **Making the Offers is the best use of the Company's financial resources:** The Company had audited consolidated net assets attributable to the Shareholders of RMB4,599.81 million (HK\$5,075.82 million) as of December 31, 2023 and an aggregate of cash and cash equivalents, term deposits and short-term investments was RMB5,462.93 million (HK\$6,028.26 million) as of December 31, 2023. Additionally, the Company had unaudited consolidated net assets attributable to the Shareholders of RMB4,312.29 million (HK\$4,758.55 million) as of June 30, 2024 and an aggregate of cash and cash equivalents, term deposits and short-term investments of RMB5,009.71 million (HK\$5,528.14 million) as of June 30, 2024. After evaluating its cash position, the Company believes that making the Offers is the best use of the Company's cash and is in the best interest of the Company and its Shareholders as a whole.

LETTER FROM THE BOARD

FURTHER INTENTION IN RELATION TO THE GROUP

The Company intends to maintain the listing status of the Class A Ordinary Shares on the Hong Kong Stock Exchange and the ADSs on the NYSE. Assuming that the Offers are accepted in full, the Company expects to meet the minimum public float requirement as prescribed by the Hong Kong Stock Exchange and the NYSE upon completion of the Offers. It is the intention of the Company to continue with the existing businesses of the Group upon completion of the Offers. As of the Latest Practicable Date, the Company does not intend to introduce any major changes by reason only of the Offers to the existing operations, business, and management structure of the Group (including, without limitation, those set out under the section headed “Information on the Company and the Group” above), and the employment of the employees of the Group will be continued and the fixed assets of the Group will not be redeployed. Additionally, the Company has no intention to rely on sections 705, 711 to 716, and 718 to 721 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) or any comparable provisions of the Companies Act (As Revised) in the Cayman Islands in relation to the right of compulsory acquisition of Shares held by minority Shareholders after the Offers.

DIVIDEND

The Board did not recommend the payment of dividends for (i) the six months ended June 30, 2023, (ii) the year ended December 31, 2023, and (iii) the six months ended June 30, 2024. As of the Latest Practicable Date, the Company has no outstanding dividend that remains unpaid. As of the Latest Practicable Date, the Company has no intention to declare any dividends or make any other distributions during the Offer Period.

EXTRAORDINARY GENERAL MEETING

The EGM will be convened at Room Landing, Floor 1, Zone B, China Industry-Academy-Research Achievement Transformation Center, 18A Xueqing Road, Haidian District, Beijing 100083, People’s Republic of China at 10:00 a.m., Beijing time, on Wednesday, October 16, 2024 for the Independent Shareholders to consider and, if thought fit, approve the resolution in respect of the Offers.

A notice convening the EGM is included in this Offer Document and a form of proxy for use at the EGM is also enclosed.

Pursuant to the Irrevocable Undertakings, each of Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder has irrevocably undertaken to the Company that, among other things, it will, and will procure the holders of Shares whose Shares it is deemed to be interested in by virtue of Part XV of the SFO to, vote in favor of the resolution in connection with the Offers at the EGM. Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder together hold a total of 34,120,714 Class A Ordinary Shares (including in the form of ADSs), representing approximately 7.6% of the voting rights in the Company as of the Latest Practicable Date.

LETTER FROM THE BOARD

Mr. Zhou has indicated to the Company that he will procure MO Holding Ltd through which he holds his interests in the Company to vote in favor of the resolution in connection with the Offers at the EGM. As of the Latest Practicable Date, Mr. Zhou, who is the WVR Beneficiary, beneficially owned an aggregate 17,393,666 Class B Ordinary Shares and 19,460,912 Class A Ordinary Shares, representing approximately 42.9% of the voting rights in the Company with respect to shareholder resolutions relating to matters other than the Reserved Matters.

Pursuant to the trust deed in respect of the 2022 Plan, the trustee of the 2022 Plan will not exercise the voting rights attached to the Class A Ordinary Shares held by it. As of the Latest Practicable Date, the trustee of the 2022 Plan held 10,109,451 Class A Ordinary Shares (representing approximately 2.2% of the voting rights in the Company), which will not be voted on at the EGM.

Pursuant to Rule 2.9 of the Takeovers Code, any matter required by the Codes to be approved by shareholders in general meeting must be conducted by way of a poll. Under Rule 13.39(4) of the Listing Rules, any vote of shareholders at a general meeting must be taken by poll (except where the chairman of the meeting, in good faith, decides to allow a resolution which relates purely to a procedural or administrative matter to be voted on by a show of hands). Accordingly, the resolution to be proposed at the EGM as set out in the notice of EGM will be voted by poll.

Share EGM Record Date and ADS EGM Record Date

The Board has fixed the close of business on September 23, 2024, Hong Kong time, as the Share EGM Record Date. Holders of the Shares as of the Share EGM Record Date are entitled to attend and vote at the EGM and any adjourned meeting thereof.

Holders of record of ADSs as of the close of business on September 23, 2024, New York City time, or the ADS EGM Record Date, who wish to exercise their voting rights for the underlying Class A Ordinary Shares must give voting instructions to the Depository.

Forms of Proxy and ADS Voting Cards

Whether or not you propose to attend and vote at the EGM, please complete, sign, date, and return the accompanying form of proxy to the Company's share registrar in Hong Kong, the Registrar (for holders of Class A and Class B Ordinary Shares) or your voting instructions to the Depository (for ADS holders) as promptly as possible and before the prescribed deadline if you wish to exercise your voting rights. The Registrar must receive the form of proxy by no later than 10:00 a.m., Hong Kong time, on Monday, October 14, 2024, and the Depository must receive your voting instructions by the time and date specified in the ADS voting instruction card to enable the votes attaching to the Class A Ordinary Shares represented by the ADSs to be cast at the EGM. Such form of proxy for use at the EGM is also published on the respective websites of the Hong Kong Stock Exchange (<https://www.hkexnews.hk>) and the Company (<https://ir.zhihu.com/>). Completion and return of the form of proxy will not preclude you from attending and voting at the EGM or at any adjournment or postponement thereof (as the case may be) in person should you so wish.

LETTER FROM THE BOARD

Independent Board Committee and Independent Financial Adviser

Mr. Dahai Li, Mr. Zhaohui Li, and Mr. Bing Yu (each being a non-executive Director), and Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen (each being an independent non-executive Director), comprising all the non-executive Directors who have no interest in the Offers other than as a Shareholder (only Mr. Dahai Li, Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen are Shareholders), have been appointed as members of the Independent Board Committee to advise the Independent Shareholders in respect of the Offers.

Altus Capital Limited, a corporation licensed to carry out Type 4 (advising on securities), Type 6 (advising on corporate finance), and Type 9 (asset management) regulated activities under the SFO, has been appointed as the Independent Financial Adviser to advise the Independent Board Committee in connection with the Offers as to the fairness and reasonableness of the Offers, as to voting by the Independent Shareholders, and as to whether the Offers should be accepted. Such appointment has been approved by the Independent Board Committee pursuant to Rule 2.1 of the Takeovers Code.

RECOMMENDATION

Your attention is drawn to the letter from the Independent Board Committee included in this Offer Document and to the letter from the Independent Financial Adviser included in this Offer Document. The latter contains, among other things, the advice of the Independent Financial Adviser to the Independent Board Committee and the Independent Shareholders in respect of the Offers and the principal factors and reasons considered by it in arriving at such advice. Taking into account the letter from the Independent Board Committee and all other factors as stated under the section headed “Reasons for and Benefits of the Offers” above as a whole, the Board is of the opinion that the terms of the Offers are fair and reasonable so far as the Independent Shareholders are concerned.

FURTHER INFORMATION

Your attention is also drawn to the principal terms of the Offers as set out in Appendix I to this Offer Document, the financial information of the Group as set out in Appendix II to this Offer Document, the unaudited pro forma financial information of the Group as set out in Appendix III to this Offer Document, and the general information as set out in Appendix IV to this Offer Document.

Shareholders, ADS holders, and potential investors should note that the Offers are subject to the Condition being fulfilled and, therefore, may or may not become unconditional. Shareholders, ADS holders, and potential investors are advised to exercise caution when dealing in the securities of the Company and should consult their professional advisers when in doubt. The Company will publish an announcement on or about October 16, 2024 to inform the Shareholders and ADS holders as to whether or not the Offers have become unconditional.

Yours faithfully,
By order of the board of
Zhihu Inc.
Yuan Zhou
Chairman

LETTER FROM DEUTSCHE BANK



September 9, 2024

Principal Place of Business in Hong Kong:
58-61/F International Commerce Centre
1 Austin Road West, Kowloon
Hong Kong

To the Non-U.S. Qualifying Shareholders

Dear Sir or Madam,

**CONDITIONAL VOLUNTARY CASH OFFERS OF THE COMPANY TO
BUY BACK UP TO 46,921,448 CLASS A ORDINARY SHARES (INCLUDING IN
THE FORM OF AMERICAN DEPOSITARY SHARES) AT A PRICE OF HK\$9.11
PER CLASS A ORDINARY SHARE (EQUIVALENT OF US\$3.50 PER ADS)**

INTRODUCTION

On July 19, 2024, the Company announced that an offer will be made to buy back, subject to fulfilment of the Condition, up to the Maximum Number, being 46,921,448 Class A Ordinary Shares (including in the form of ADSs), representing approximately 15.9% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date at a cash consideration of HK\$9.11 per Class A Ordinary Share (equivalent of US\$3.50 per ADS).

The Class A Ordinary Shares (including in the form of ADSs) to be bought back by the Company under the Offers will not, in aggregate, exceed the Maximum Number and the Offers are not conditional upon a minimum number of Class A Ordinary Shares (including in the form of ADSs) being tendered for buy-backs. The consideration for the Offers, being approximately HK\$427,454,392 if the Offers are accepted in full, will be paid in cash and will be funded fully by internal resources of the Group.

The Offers have been structured as two separate offers, namely the Non-U.S. Offer and the U.S. Offer, to comply with differences in Hong Kong and U.S. laws and regulations. The Non-U.S. Offer is made by Deutsche Bank on behalf of the Company. Non-U.S. Qualifying Shareholders may only tender in the Non-U.S. Offer. The U.S. Offer is made solely and directly by the Company. U.S. Qualifying Shareholders and ADS holders (wherever such ADS holders are located) may only tender in the U.S. Offer.

Deutsche Bank, as the financial adviser to the Company and for and on behalf of the Company, is making the Non-U.S. Offer pursuant to Rule 3 of the Share Buy-backs Code. The section headed "Principal Terms of the Non-U.S. Offer" of this letter sets out the details of the terms of the Non-U.S. Offer.

Further details of the terms and conditions of, among others, the Non-U.S. Offer are set out in Appendix I to this Offer Document and the accompanying Form of Acceptance.

LETTER FROM DEUTSCHE BANK

Your attention is drawn to the “Letter from the Board” included in this Offer Document. You are also strongly advised to read the “Letter from the Independent Board Committee” included in this Offer Document, which contains its recommendation to the Independent Shareholders in respect of, among others, the Offers, and the “Letter from Altus Capital Limited” included in this Offer Document containing its advice to the Independent Board Committee in respect of, among others, the Offers.

PRINCIPAL TERMS OF THE NON-U.S. OFFER

The Offers are being made to buy back, subject to fulfilment of the Condition, up to the Maximum Number, being 46,921,448 Class A Ordinary Shares, representing approximately 15.9% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date. The Non-U.S. Offer is being made to buy back Class A Ordinary Shares from the Non-U.S. Qualifying Shareholders. For the avoidance of doubt, the Maximum Number represents the maximum number of Class A Ordinary Shares (including in the form of ADSs) to be bought back pursuant to the Offers in aggregate.

For every Class A Ordinary Share HK\$9.11 in cash

The principal terms of the Non-U.S. Offer are as follows:

- (i) Deutsche Bank (on behalf of the Company) will make the Non-U.S. Offer to the Non-U.S. Qualifying Shareholders to buy back (together with the U.S. Offer to be made by the Company) up to the Maximum Number of Class A Ordinary Shares at the Offer Price. For the avoidance of doubt, the Maximum Number represents the maximum number of Class A Ordinary Shares (including in the form of ADSs) to be bought back pursuant to the Offers in aggregate;
- (ii) the Non-U.S. Qualifying Shareholders may accept the Offers in respect of any number of their Class A Ordinary Shares at the Offer Price up to their entire shareholding (subject to the procedures for scaling down as described under the section headed “Other Terms of the Non-U.S. Offer” below);
- (iii) the Non-U.S. Offer is not conditional upon a minimum number of Class A Ordinary Shares being tendered for buy-backs;
- (iv) all Class A Ordinary Shares validly tendered by Non-U.S. Qualifying Shareholders will be bought back to the extent that the aggregate number of Class A Ordinary Shares (including in the form of ADSs) repurchased pursuant to the Offers in aggregate will not thereby exceed the Maximum Number, and if the aggregate number of Class A Ordinary Shares (including in the form of ADSs) validly tendered under the Offers exceeds the Maximum Number, the number of Class A Ordinary Shares (including in the form of ADSs) to be bought back from each Accepting Shareholder and each Accepting ADS holder will be reduced proportionally so that the number of Class A Ordinary Shares (including in the form of ADSs) bought back by the Company in aggregate will not exceed Maximum Number – further details of the procedures for scaling down are described under the section headed “Other Terms of the Non-U.S. Offer” below;

LETTER FROM DEUTSCHE BANK

- (v) Class A Ordinary Shares will be bought back for cash, free of commission, levies, and dealings charges, save that the amount of seller's *ad valorem* stamp duty due on the Class A Ordinary Shares bought back attributable to the Accepting Non-U.S. Shareholders, calculated at a rate of 0.1% of the market value of the Class A Ordinary Shares to be bought back under the Non-U.S. Offer, or the consideration payable by the Company in respect of relevant acceptances of the Non-U.S. Offer, whichever is higher, will be deducted from the amount payable to the Accepting Non-U.S. Shareholders (where the stamp duty calculated includes a fraction of HK\$1.00, the stamp duty will be rounded-up to the nearest HK\$1.00) and will be paid by the Company on behalf of the Accepting Non-U.S. Shareholders;
- (vi) the Company may hold certain Class A Ordinary Shares bought back pursuant to the Non-U.S. Offer in treasury and if so, such Class A Ordinary Shares will be treated as redeemed and will not be entitled to any dividend declared for any record date set subsequent to the date of their redemption, and, accordingly, the issued and outstanding share capital of the Company will be diminished by the nominal value of the Class A Ordinary Shares being bought back pursuant to the Non-U.S. Offer. In that case, the voting rights attached to those Class A Ordinary Shares being bought back pursuant to the Non-U.S. Offer and held in treasury will be suspended. For those Class A Ordinary Shares bought-back pursuant to the Non-U.S. Offer that will not be held in treasury, they will be cancelled and will not be entitled to any dividend declared for any record date set subsequent to the date of their cancellation; and
- (vii) Class A Ordinary Shares will be bought back free from all liens, charges, encumbrances, equitable interests, rights of pre-emption, or other third party rights of any nature, and accordingly, the submission of a Form of Acceptance by an Accepting Non-U.S. Shareholder will be deemed to constitute a warranty by that Accepting Non-U.S. Shareholder to Deutsche Bank and the Company (as the case may be) that the Class A Ordinary Shares are being sold free from all liens, charges, encumbrances, equitable interests, rights of pre-emption, or other third party rights of any nature and together with all rights accruing or attaching thereto, including, without limitation, the right to receive dividends and other distributions declared, made, or paid, if any, on or after the date of their redemption.

The Non-U.S. Offer will be subject to the approval by the Independent Shareholders in a general meeting by a majority of votes by way of poll.

THE OFFER PRICE

The Offer Price of HK\$9.11 values the entire issued and outstanding share capital of the Company as of the Latest Practicable Date (being 294,753,259 Shares) at approximately HK\$2.69 billion.

LETTER FROM DEUTSCHE BANK

The Offer Price of HK\$9.11 in cash per Class A Ordinary Share represents:

- (i) a premium of approximately 8.8% over the closing price of HK\$8.37 per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange on September 5, 2024, being the last trading day of the Hong Kong Stock Exchange prior to the Latest Practicable Date,
- (ii) a premium of approximately 7.2% over the closing price of HK\$8.50 per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange on the Last Trading Day,
- (iii) a premium of approximately 10.0% over HK\$8.28, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the five consecutive trading days up to and including the Last Trading Day,
- (iv) a premium of approximately 9.6% over HK\$8.31, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the ten consecutive trading days up to and including the Last Trading Day,
- (v) a premium of approximately 14.9% over HK\$7.93, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the thirty consecutive trading days up to and including the Last Trading Day,
- (vi) a discount of approximately 47.1% to the consolidated net asset value of the Company as of December 31, 2023 of approximately RMB15.61 per Share (equivalent to approximately HK\$17.22 per Share) pursuant to the latest audited consolidated financial statements of the Company, calculated based on the audited consolidated net asset value attributable to the Shareholders of RMB4,599.81 million as of December 31, 2023 and the total Shares in issue and outstanding as of the date of the Announcement, and
- (vii) a discount of approximately 43.6% to the consolidated net asset value of the Company as of June 30, 2024 of approximately RMB14.63 per Share (equivalent to approximately HK\$16.14 per Share) pursuant to the unaudited condensed interim consolidated financial information of the Group for the six months ended June 30, 2024, calculated based on the unaudited consolidated net asset value attributable to the Shareholders of RMB4,312.29 million as of June 30, 2024 and the total Shares in issue and outstanding as of the Latest Practicable Date.

As disclosed in the “Letter from the Board” in this Offer Document, the Offer Price per Class A Ordinary Share was determined after taking into account, among other things, the historical prices of the Class A Ordinary Shares traded on the Hong Kong Stock Exchange and the ADSs traded on the NYSE, historical financial information of the Group and the prevailing market and sentiments, and with reference to the share buy-back transactions of companies listed on the Main Board of the Hong Kong Stock Exchange or on the NYSE in recent years.

LETTER FROM DEUTSCHE BANK

CONFIRMATION OF FINANCIAL RESOURCES

The maximum amount of consideration for the Offers, being approximately HK\$427,454,392 if the Offers are accepted in full, will be paid in cash and will be funded fully by internal cash resources of the Group. Deutsche Bank, being the financial adviser to the Company in respect of the Offers, is satisfied that sufficient financial resources are available to the Company to satisfy the consideration for the full acceptance of the Offers as described above. On this basis, sufficient financial resources are available to the Company to satisfy the consideration for the full acceptance of the Non-U.S. Offer as described above.

CONDITION OF THE NON-U.S. OFFER

The Non-U.S. Offer together with the U.S. Offer is conditional upon the approval by more than 50% of the votes cast by the Independent Shareholders in attendance either in person or by proxy by way of a poll having been obtained at the EGM in respect of the Offers on or before the Long Stop Date.

The Condition cannot be waived. Accordingly, if the Condition is not satisfied on or before the Long Stop Date, the Offers will not proceed.

OTHER TERMS OF THE NON-U.S. OFFER

Non-U.S. Qualifying Shareholders may accept the Non-U.S. Offer in respect of some or all of their respective shareholdings. If valid acceptances of the Offers are received for the Maximum Number or fewer Class A Ordinary Shares (including in the form of ADSs), all Class A Ordinary Shares (including in the form of ADSs) validly accepted in the Offers will be bought back. If valid acceptances received pursuant to the Offers exceed the Maximum Number, the total number of Class A Ordinary Shares (including in the form of ADSs) to be bought back by the Company from each Accepting Shareholder and each Accepting ADS holder will be determined in accordance with the following formula, save that the Company may in its absolute discretion round such figure up or down with the intention of avoiding (as far as practicable) Class A Ordinary Shares (including in the form of ADSs) being held by Accepting Shareholders and Accepting ADS holders in fractional entitlements:

$$\frac{A}{B} \times C$$

A = 46,921,448 Class A Ordinary Shares (including in the form of ADSs), being the Maximum Number

B = Total number of Class A Ordinary Shares (including in the form of ADSs) tendered by all Accepting Shareholders and Accepting ADS holders in the Offers

C = Total number of Class A Ordinary Share (including in the form of ADSs) tendered by the relevant individual Accepting Shareholder or Accepting ADS holder in the Offers

LETTER FROM DEUTSCHE BANK

As a result, it is possible that not all of the Class A Ordinary Shares tendered by an Accepting Non-U.S. Shareholder will ultimately be bought back under the Non-U.S. Offer. The total number of Class A Ordinary Shares (including in the form of ADSs) that will be bought-back by the Company under the Offers will not exceed the Maximum Number. The decision of the Company as to any scaling down of acceptances in accordance with the above formula and as to the treatment of fractions will be conclusive and binding on all Accepting Shareholders (including Accepting U.S. Shareholders and Accepting Non-U.S. Shareholders) and Accepting ADS holders.

IRREVOCABLE UNDERTAKINGS

Each of Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder has irrevocably undertaken to the Company that (i) it will, and will procure the holders of Class A Ordinary Shares and/or ADSs whose Class A Ordinary Shares and/or ADSs it is deemed to be interested in by virtue of Part XV of the SFO to, accept the Offers in respect of part of such Class A Ordinary Shares and/or ADSs; (ii) it will, and will procure the holders of Class A Ordinary Shares whose Class A Ordinary Shares it is deemed to be interested in by virtue of Part XV of the SFO to, vote in favor of the resolution in connection with the Offers at the EGM; and (iii) prior to the earlier of the Offers closing or lapsing: (a) it will not, and will procure any party acting in concert with it not to, acquire any Share or ADS or other securities of the Company; and (b) it will not, and will procure any party acting in concert with it not to, sell, transfer, assign, charge, encumber, grant any option over, or otherwise dispose of or permit the sale, transfer, charging, or other disposition or creation or grant of any other encumbrance or option of or over all or any Class A Ordinary Shares and/or ADSs. The Irrevocable Undertakings are binding until the closing, lapse or withdrawal of the Offers.

Pursuant to the Irrevocable Undertakings,

- (i) Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder have irrevocably undertaken to the Company to tender 9,000,000, 5,891,994, and 3,000,000 Class A Ordinary Shares (including in the form of ADSs) for acceptance of the Offers, respectively, representing approximately 3.1%, 2.0%, and 1.0% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date; and
- (ii) in respect of the undertaking to vote in favor of the resolution in connection with the Offers at the EGM, Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder together hold a total of 34,120,714 Class A Ordinary Shares (including in the form of ADSs), representing approximately 7.6% of the voting rights in the Company as of the Latest Practicable Date.

As of the Latest Practicable Date, Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder held 11,889,945, 10,201,891, and 12,028,878 Class A Ordinary Shares (including in the form of ADSs), representing approximately 4.0%, 3.5%, and 4.1% of interest in the total issued and outstanding Shares (on a one share one vote basis, and excluding the

LETTER FROM DEUTSCHE BANK

Class A Ordinary Shares issued to the Depositary for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan) and approximately 2.6%, 2.3%, and 2.7% of voting rights in the Company, respectively.

Mr. Zhou has indicated to the Company that he will procure MO Holding Ltd through which he holds his interests in the Company to vote in favor of the resolution in connection with the Offers at the EGM.

As of the Latest Practicable Date, the trustee of the 2022 Plan held 10,109,451 Class A Ordinary Shares, which are held on trust for participants under the 2022 Plan to satisfy the future exercise or vesting of awards granted under the 2022 Plan. Under the trust deed in respect of the 2022 Plan, the trustee will not exercise the voting rights in respect of any Class A Ordinary Shares held under the 2022 Plan. Accordingly, such 10,109,451 Class A Ordinary Shares will not be voted at the EGM. In accordance with the trust deed in respect of the 2022 Plan, the Board has instructed the trustee not to accept the Offers.

As of the Latest Practicable Date, save for the Irrevocable Undertakings, (i) neither the Company nor parties acting in concert with it has received any irrevocable commitment not to accept the Offers; and (ii) neither the Company nor parties acting in concert with it has received any irrevocable commitment to accept the Offers.

OVERSEAS SHAREHOLDERS

The making of the Non-U.S. Offer to Overseas Shareholders who are Non-U.S. Qualifying Shareholders may be subject to the laws of the relevant jurisdictions. The laws of the relevant jurisdictions may prohibit the making of the Non-U.S. Offer to Overseas Shareholders who are Non-U.S. Qualifying Shareholders or require compliance with certain filing, registration, or other requirements in respect of the Non-U.S. Offer.

It is the responsibility of each Overseas Shareholder who is a Non-U.S. Qualifying Shareholder and who wishes to accept the Non-U.S. Offer to satisfy itself or himself or herself as to the full observance of the laws of the relevant jurisdictions in that connection, including the obtaining of any government or other consents that may be required or compliance with other necessary formalities or legal requirements. Any acceptance of the Non-U.S. Offer by any Non-U.S. Qualifying Shareholder shall be deemed to constitute a representation and warranty from such Shareholder to the Company that all applicable local laws and requirements have been observed and complied with. Non-U.S. Qualifying Shareholders should consult their professional advisers if in doubt.

Shareholders whose names do not appear on the Register on the Record Date (including Shareholders whose Class A Ordinary Shares are held through CCASS or otherwise in the name of a nominee) and who have not notified the Company that they are residents of, or located in, the United States on the Record Date cannot qualify as U.S. Qualifying Shareholders and may only tender in the Non-U.S. Offer. If such Shareholders who are residents of, or located in, the United States nevertheless wish to tender in the U.S. Offer, such Shareholders must contact

LETTER FROM DEUTSCHE BANK

their broker, dealer, commercial bank, trust company, or other nominee to withdraw their Class A Ordinary Shares from CCASS, if applicable, and to have their own names appear on the Register on the Record Date to qualify as U.S. Qualifying Shareholders. It is the responsibility of each Shareholder who is a resident of, or located in, the United States and who wishes to tender in the U.S. Offer to qualify as a U.S. Qualifying Shareholder. Shareholders should consult their professional advisers if in doubt.

According to the Register, as of the Latest Practicable Date, the Company had Overseas Shareholders who are Non-U.S. Qualifying Shareholders with registered address located in the British Virgin Islands, the Cayman Islands, China, and Seychelles. As of the Latest Practicable Date, the Company had made enquiries and understood that under the applicable legislations and regulations of these jurisdictions, there was no regulatory restriction of any regulatory body or stock exchange with respect to extending the Non-U.S. Offer to the Overseas Shareholders in the relevant jurisdictions on the terms of the Non-U.S. Offer. Accordingly, the Non-U.S. Offer will be extended to the Overseas Shareholders who are Non-U.S. Qualifying Shareholders with registered address in these jurisdictions.

ODD LOTS OF CLASS A ORDINARY SHARES

The Class A Ordinary Shares are currently traded in board lot of 100 Class A Ordinary Shares each on the Hong Kong Stock Exchange. There is no intention to change the board lot size as a result of the Offers. Accepting Non-U.S. Shareholders should note that acceptance of the Non-U.S. Offer may result in their holding of odd lots of Class A Ordinary Shares.

Computershare Hong Kong Investor Services Limited, whose address is at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong (telephone number: +852 2862-8555, prior appointment required) has been appointed by the Company as the designated agent to, on a best effort basis, match sales and purchases of odd lot holdings of Class A Ordinary Shares in the market for a period of three weeks from the completion of the Offers to enable, among others, the Accepting Non-U.S. Shareholders to dispose of their odd lots or to top up their odd lots to whole board lots. Such Accepting Non-U.S. Shareholders should note that the matching of odd lots is not guaranteed. Further details of the related arrangements will be announced after the Offers have become unconditional, as and if appropriate.

NOMINEE REGISTRATION OF SHARES

To ensure equality of treatment of all Non-U.S. Qualifying Shareholders, those who hold Class A Ordinary Shares as nominees for more than one beneficial owner should, as far as practicable, treat the holding of each beneficial owner separately. In order for beneficial owners of the Class A Ordinary Shares, whose investments are registered in nominee names (including those whose interests in Class A Ordinary Shares are held through CCASS), to accept the Non-U.S. Offer, it is essential that they provide instructions to their nominee agents of their intentions with regard to the Non-U.S. Offer.

LETTER FROM DEUTSCHE BANK

RESPONSIBILITY FOR DOCUMENTS

All communications, notices, Forms of Acceptance, Title Documents, and remittances to be delivered or sent by, to or from any Non-U.S. Qualifying Shareholder will be delivered or sent by, to, or from such Non-U.S. Qualifying Shareholder, or such Non-U.S. Qualifying Shareholder's designated agents, at such Non-U.S. Qualifying Shareholder's risk and none of the Company, Deutsche Bank, the Registrar, or any of their respective directors or any other person involved in the Non-U.S. Offer accepts any liability for any loss or any other liabilities whatsoever which may rise as a result.

WITHDRAWAL RIGHTS

In respect of withdrawal rights, there is a difference in Hong Kong and U.S. laws. Set out below are the respective requirements of withdrawal rights under the Codes and the U.S. laws and regulations:

- (a) ***Withdrawal rights under the Codes:*** Under Rule 17 of the Takeovers Code, an Accepting Shareholder is entitled to withdraw his acceptance after 21 days from the first closing date if the Offers have not by then become unconditional as to acceptances. This entitlement to withdraw is exercisable until such time as the Offers become or are declared unconditional as to acceptances. Under Rule 19.2 of the Takeovers Code, the Executive may require that Accepting Shareholders be granted a right of withdrawal, on terms acceptable to the Executive, until the requirements under Rule 19 of the Takeovers Code can be met.
- (b) ***Withdrawal rights under the U.S. laws and regulations:*** Pursuant to Rule 13e-4 under the Exchange Act, the Offers must remain open for at least 20 U.S. Business Days from the Offers' commencement, and the Company must permit securities tendered pursuant to the Offers to be withdrawn at (i) any time during the period the Offers remain open and (ii) if not yet accepted for payment, after the expiration of 40 U.S. Business Days from the commencement of the Offers.

Both the Codes and the U.S. laws and regulations provide for an acceptor's right to withdraw his acceptance. The withdrawal rights under the U.S. laws and regulations will be exercisable upon the commencement of the Offers and will continue to be exercisable after the Offers have become unconditional up until the Expiration Date, whereas the withdrawal rights under the Codes will not be exercisable throughout the period from the commencement of the Offers up until the Expiration Date except for the period between the 22nd day from the first closing date and the date on which the Offers become unconditional. Additionally, if we have not accepted the tendered securities for payment by the 40th U.S. Business Day after the date of the commencement of the Offers, the withdrawal rights under the U.S. laws and regulations will be exercisable at any time after that date until we accept the tendered securities for payment.

LETTER FROM DEUTSCHE BANK

Pursuant to the General Principle 1 of the Takeovers Code, all shareholders should be treated even-handedly, and all shareholders of the same class are to be treated similarly. Given that the period during which the withdrawal rights under the U.S. laws and regulations are exercisable is longer than the period during which the withdrawal rights under the Codes are exercisable, the requirement under the U.S. laws and regulations would, based on the current circumstances of this case, apply and, in general, an Accepting Shareholder would be entitled to withdraw his acceptance at any time prior to the Latest Acceptance Time and, if we have not accepted the tendered Class A Ordinary Shares for payment by Tuesday, November 5, 2024 (which is the 40th U.S. Business Day after the date of the commencement of the Offers, the Accepting Shareholder would be entitled to withdraw them at any time after that date until we accept the tendered Class A Ordinary Shares for payment. So long as the Company promptly settles the payment for the tendered Class A Ordinary Shares (and in any event within 7 Business Days after the Expiration Date), and the Company intends to do so, the foregoing situation of withdrawal rights after 40 U.S. Business Days after the date of the commencement of the Offers will not arise.

Please refer to the section headed “Terms and Conditions of the Offers – 9. Withdrawal Rights” in Appendix I to this Offer Document for further details of the withdrawal rights under the Non-U.S. Offer.

SETTLEMENT OF THE NON-U.S. OFFER

Subject to the Offers becoming unconditional and provided that a duly completed Form of Acceptance, accompanied by the relevant Title Documents are received by the Registrar by no later than the Latest Acceptance Time and are or are deemed to be in order, the Registrar will inform an Accepting Non-U.S. Shareholders by ordinary post of the buy-back of that Accepting Non-U.S. Shareholder’s Class A Ordinary Shares. At the same time, the Registrar will send, by ordinary post at that Accepting Non-U.S. Shareholder’s risk, a remittance for such total amount in Hong Kong dollars as is due to that Accepting Non-U.S. Shareholder under the Non-U.S. Offer (subject to deduction of seller’s *ad valorem* stamp duty due on the buy-back of the Class A Ordinary Shares from the amount payable in cash), as soon as possible, but in any event no later than 7 Business Days after the close of the Offers.

If the Class A Ordinary Shares of an Accepting Non-U.S. Shareholder have not been bought back by the Company in full, the Title Documents in respect of the balance of such Class A Ordinary Shares or a replaced certificate therefor will be returned or sent to that Accepting Non-U.S. Shareholder by ordinary post at that Accepting Non-U.S. Shareholder’s own risk, as soon as possible, but in any event no later than 7 Business Days after the close of the Offers.

If the Offers do not become unconditional, the Title Documents will be returned or sent to each Accepting Non-U.S. Shareholder by ordinary post at that Accepting Non-U.S. Shareholder’s own risk no later than 7 Business Days after of the lapse of the Offers. Where any Accepting Non-U.S. Shareholder has sent one or more transfer receipts and in the meantime one or more Share certificates have been collected on that Shareholder’s behalf in respect thereof, that Accepting Non-U.S. Shareholder will be sent by ordinary post at that Accepting Non-U.S. Shareholder’s own risk such Share certificates in lieu of the transfer receipts.

LETTER FROM DEUTSCHE BANK

TAX IMPLICATIONS

Non-U.S. Qualifying Shareholders are recommended to consult their own professional advisers if they are in any doubt as to the taxation implications of their acceptance of the Non-U.S. Offer. It is emphasized that none of the Company, its ultimate beneficial owners, and parties acting in concert with any of them, Deutsche Bank, the Independent Financial Adviser, the Registrar, or any of their respective directors or any persons involved in the Offers accepts responsibility for any taxation effects on, or liabilities of, any person or persons as a result of acceptance of the Non-U.S. Offer.

EXTRAORDINARY GENERAL MEETING

The EGM will be convened at Room Landing, Floor 1, Zone B, China Industry-Academy-Research Achievement Transformation Center, 18A Xueqing Road, Haidian District, Beijing, the People's Republic of China at 10:00 a.m., Hong Kong time, on Wednesday, October 16, 2024 for the Independent Shareholders to consider and, if thought fit, approve the resolution in respect of the Offers.

A notice convening the EGM is included in this Offer Document and a form of proxy for use at the EGM is also enclosed.

You are strongly advised to consider carefully the information as contained in the "Letter from the Board," the recommendation as contained in the "Letter from the Independent Board Committee," and the advice of the Independent Financial Adviser as contained in the "Letter from Altus Capital Limited" in this Offer Document, and to consult your professional advisers as you see fit.

Your attention is also drawn to the information as set out in the appendices to this Offer Document, which form part of this Offer Document.

It should be noted that dealings in the Class A Ordinary Shares and ADSs will continue notwithstanding that the Condition may remain unfulfilled, and that persons dealing in the Class A Ordinary Shares and ADSs will bear the risk that the Offers may lapse.

Yours faithfully

For and on behalf of

Deutsche Bank, Hong Kong Branch

Rohit Satsangi
Managing Director

David Xiong
Managing Director

LETTER FROM THE INDEPENDENT BOARD COMMITTEE

The following is the text of a letter from the Independent Board Committee to the Independent Shareholders in respect of the Offers for inclusion in this Offer Document.

Zhihu Inc.

知乎

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)

(NYSE: ZH; HKEX: 2390)

September 9, 2024

To the Shareholders

Dear Sir or Madam,

CONDITIONAL VOLUNTARY CASH OFFERS OF THE COMPANY TO BUY BACK UP TO 46,921,448 CLASS A ORDINARY SHARES (INCLUDING IN THE FORM OF AMERICAN DEPOSITARY SHARES) AT A PRICE OF HK\$9.11 PER CLASS A ORDINARY SHARE (EQUIVALENT OF US\$3.50 PER ADS)

We have been appointed by the Board to form the Independent Board Committee to advise you in respect of the Offers, details of which are set forth in the “Letter from the Board” in this Offer Document issued by the Company dated September 9, 2024, in which this letter is included. Capitalized terms used in this letter shall have the same meanings as defined in the Offer Document unless the context requires otherwise.

Your attention is drawn to the “Letter from Deutsche Bank” included in the Offer Document, which contains details of the Non-U.S. Offer, and Appendix I to the Offer Document, which contains the principal terms of the Offers, and the “Letter from Altus Capital Limited” included in the Offer Document, which contains its advice and recommendation to us and the Independent Shareholders in respect of the Offers as well as the principal factors and reasons for its advice and recommendation.

Having taken into account the factors and reasons considered by, and the opinion of, the Independent Financial Adviser as stated in the aforementioned letter of advice, we are of the opinion that the Offers are on balance fair and reasonable so far as the Independent Shareholders are concerned and that the Offers are in the interests of the Company and the Shareholders as a whole. We therefore recommend the Independent Shareholders to vote in favor of the resolution to approve the Offers at the EGM.

We also concur with the advice of Independent Financial Adviser that the Offers should be accepted. However, the Shareholders and ADS holders are reminded to monitor the market price of the Class A Ordinary Shares and ADSs during the Offer Period. If during the Offer Period, it transpires that the market price of any of the Class A Ordinary Shares and ADSs

LETTER FROM THE INDEPENDENT BOARD COMMITTEE

exceeds the Offer Price and the sale proceeds (net of the transaction costs) exceed the net proceeds to be received under the Offers, the Shareholders and ADS holders who wish to realize their investments in the Company in whole or in part should, if they are able to do so, seek to sell their Shares and ADSs in the market instead of accepting the Offers. On the other hand, for those Shareholders and ADS holders who, after considering the information contained in the Offer Document, would like to participate in the future prospects of the Group following completion of the Offers, they should consider retaining all or part of their Class A Ordinary Shares and ADSs.

Yours faithfully,

The Independent Board Committee

Mr. Dahai Li

Non-executive Director

Mr. Zhaohui Li

Non-executive Director

Mr. Bing Yu

Non-executive Director

Mr. Hanhui Sam Sun

*Independent
Non-executive Director*

Ms. Hope Ni

*Independent
Non-executive Director*

Mr. Derek Chen

*Independent
Non-executive Director*

LETTER FROM ALTUS CAPITAL LIMITED

The following is the text of a letter of advice from Altus Capital Limited, the Independent Financial Adviser to the Independent Board Committee in respect of the Offers for the purpose of inclusion in this Offer Document.

ALTUS

Altus Capital Limited
21 Wing Wo Street
Central, Hong Kong

September 9, 2024

To the Independent Board Committee

Zhihu Inc.

18 Xueqing Road
Haidian District, Beijing 100083
People's Republic of China

Dear Sir or Madam,

CONDITIONAL VOLUNTARY CASH OFFERS OF ZHIHU INC. TO BUY BACK UP TO 46,921,448 CLASS A ORDINARY SHARES (INCLUDING IN THE FORM OF AMERICAN DEPOSITARY SHARES) AT A PRICE OF HK\$9.11 PER CLASS A ORDINARY SHARE (EQUIVALENT OF US\$3.50 PER ADS)

INTRODUCTION

We refer to our appointment as the Independent Financial Adviser to advise the Independent Board Committee in respect of the Offers. Our appointment as the Independent Financial Adviser has been approved by the Independent Board Committee as set out in the Announcement dated July 19, 2024. Details of the Offers are set out in the “Letter from the Board” contained in the Offer Document of the Company dated September 9, 2024. Terms used in this letter shall have the same meanings as those defined in the Offer Document unless the context requires otherwise.

On July 19, 2024, the Company announced that the Offers will be made to buy back, subject to fulfilment of the Condition, up to the Maximum Number, being 46,921,448 Class A Ordinary Shares (including in the form of ADSs), representing approximately 15.9% of the total Shares (on a one share one vote basis) in issue and outstanding as of the date of the Announcement at a cash consideration of HK\$9.11 per Class A Ordinary Shares (equivalent of US\$3.50 per ADS). The consideration for the Offers, being approximately HK\$427,454,392 if the Offers are accepted in full, will be settled in cash and will be funded fully by internal resources of the Group.

LETTER FROM ALTUS CAPITAL LIMITED

The Offers are conditional upon the approval by more than 50% of the votes cast by the Independent Shareholders in attendance either in person or by proxy by way of a poll having been obtained at the EGM in respect of the Offers on or before the Long Stop Date (i.e., December 31, 2024). The Condition cannot be waived. If the Condition is not satisfied on or before the Long Stop Date, the Offers will not proceed.

IMPLICATIONS UNDER THE LISTING RULES AND THE CODES OF HONG KONG

The Listing Rules of Hong Kong

As of the Latest Practicable Date, Mr. Zhou, who is the WVR Beneficiary, beneficially owned an aggregate of 17,393,666 Class B Ordinary Shares and 19,460,912 Class A Ordinary Shares, representing approximately 42.9% of the voting rights in the Company with respect to shareholder resolutions relating to matters other than the Reserved Matters.

Pursuant to Rule 8A.13 of the Listing Rules, a listed issuer with a WVR structure must not increase the proportion of shares that carry weighted voting rights above the proportion in issue at the time of listing. Pursuant to Rule 8A.15 of the Listing Rules, if a listed issuer with a WVR structure reduces the number of its shares in issue (such as through a purchase of its own shares), the beneficiaries of weighted voting rights must reduce their weighted voting rights in the issuer proportionately (such as through conversion of a proportion of their shareholding with those rights into shares without those rights), if the reduction in the number of shares in issue would otherwise result in an increase in the proportion of the listed issuer's shares that carry weighted voting rights. Pursuant to Rule 8A.21 of the Listing Rules, any conversion of shares with weighted voting rights into ordinary shares must occur on a one to one ratio.

Upon completion of the Offers, Mr. Zhou, the WVR Beneficiary, will simultaneously reduce his WVR in the Company by way of converting his Class B Ordinary Shares into Class A Ordinary Shares, such that the proportion of shares carrying WVR of the Company will not be increased.

The Codes of Hong Kong

Taking into account (i) the Maximum Number of Class A Ordinary Shares subject to the Offers and (ii) the fact that Mr. Zhou, the WVR Beneficiary, will simultaneously reduce his WVR in the Company by way of converting his Class B Ordinary Shares into Class A Ordinary Shares on a one to one ratio to the effect that the proportion of shares carrying WVR of the Company will not be increased, it is expected that full acceptance of the Offers will not result in change in control of the Company and will not result in acquisition of voting rights by any Shareholder that gives rise to an obligation to make a mandatory offer in accordance with Rule 26 of the Takeovers Code.

LETTER FROM ALTUS CAPITAL LIMITED

Pursuant to Rule 3.1 of the Share Buy-backs Code, a share buy-back by general offer must be approved by a majority of the votes cast by shareholders who do not have a material interest in such offer that is different from the interests of all other shareholders, in attendance in person or by proxy at a general meeting of the shareholders duly convened and held to consider such offer. The Offers are conditional upon the approval by more than 50% of the votes cast by the Independent Shareholders in attendance either in person or by proxy by way of a poll having been obtained at the EGM in respect of the Offers on or before the Long Stop Date.

If the Offers are not approved by the Independent Shareholders, the Offers will not proceed and will lapse immediately.

THE INDEPENDENT BOARD COMMITTEE

Mr. Dahai Li, Mr. Zhaohui Li, and Mr. Bing Yu (each being a non-executive Director), and Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen (each being an independent non-executive Director), comprising all the non-executive Directors who have no interest in the Offers other than as a Shareholder (only Mr. Dahai Li, Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen are Shareholders), have been appointed as members of the Independent Board Committee to advise the Independent Shareholders as to (i) whether the Offers are fair and reasonable; (ii) how the Independent Shareholders should vote in respect of the resolution relating to the Offers to be proposed at the EGM; and (iii) whether or not the Independent Shareholders should accept the Offers, taking into account the recommendation of the Independent Financial Adviser.

INDEPENDENT FINANCIAL ADVISER

As the Independent Financial Adviser to the Independent Board Committee, our role is to give an independent opinion to the Independent Board Committee as to (i) whether the Offers are fair and reasonable; (ii) how the Independent Shareholders should vote in respect of the resolution relating to the Offers to be proposed at the EGM; and (iii) whether or not the Independent Shareholders should accept the Offers.

We (i) are not associated or connected, financial or otherwise, with the Company, its controlling shareholders, or any parties acting, or presumed to be acting, in concert with any of them; and (ii) have not acted as the financial adviser or independent financial adviser in relation to any transaction of the Company, its controlling shareholders, or any parties acting in concert with any of them in the last two years prior to the commencement of the Offer Period.

Pursuant to Rule 13.84 of the Listing Rules and Rule 2 of the Takeovers Code, and given that (i) remuneration for our engagement to opine on the Offers is at market level and not conditional upon the outcome of the Offers; (ii) no arrangement exists whereby we will receive any fees or benefits from the Company (other than our said remuneration), its controlling shareholders, or any parties acting in concert with any of them; and (iii) our engagement is on normal commercial terms and approved by the Independent Board Committee, we are independent of the Company, its controlling shareholders, or any parties acting in concert with any of them and can act as the Independent Financial Adviser to the Independent Board Committee in respect of the Offers.

LETTER FROM ALTUS CAPITAL LIMITED

BASIS OF OUR ADVICE

In formulating our opinion, we have reviewed, amongst others (i) the Announcement, (ii) the annual reports of the Company for the years ended December 31, 2022 and 2023, respectively (the “**2022 Annual Report**” and “**2023 Annual Report**”), (iii) the interim results announcement for the six months ended June 30, 2024 (the “**2024 Interim Results Announcement**”), and (iv) other information as set out in the Offer Document.

We have relied on the statements, information, opinions, and representations contained or referred to in the Offer Document and/or provided to us by the Company, the Directors, and the management of the Company (collectively, the “**Management**”). We have assumed that all statements, information, opinions, and representations contained or referred to in the Offer Document and/or provided to us were true, accurate, and complete in all material aspects at the time they were made and continued to be so as of the Latest Practicable Date. The Company will notify the Independent Shareholders of any material changes to information contained or referred to in the Offer Document as soon as possible in accordance with Rule 9.1 of the Takeovers Code. The Independent Shareholders will also be informed as soon as possible when there are any material changes to the information contained or referred to herein as well as changes to our opinion, if any, after the Latest Practicable Date and up to the date of the EGM.

We have no reason to believe that any statements, information, opinions, or representations relied on by us in forming our opinion is untrue, inaccurate, or misleading, nor are we aware of any material fact the omission of which would render the statements, information, opinions, or representations provided to us untrue, inaccurate, or misleading. We have assumed that all the statements, information, opinions, and representations for matters relating to the Company contained or referred to in the Offer Document, and information relating to the Company provided to us by the Company and the Management have been reasonably made after due and careful enquiry. We have relied on such statements, information, opinions, and representations and consider that we have been provided with and have reviewed sufficient information to reach an informed view and to provide a reasonable basis for our opinion. We have not conducted any independent investigation into the business, financial conditions and affairs, or the future prospects of the Group.

We have not considered the tax implications on the Independent Shareholders arising from acceptance or non-acceptance of the Offers, if any, and therefore we will not accept responsibility for any tax effect or liability that may potentially be incurred by the Independent Shareholders as a result of the Offers. In particular, the Independent Shareholders who are subject to Hong Kong or overseas taxation on dealings in securities are urged to seek their own professional adviser on tax matters.

LETTER FROM ALTUS CAPITAL LIMITED

PRINCIPAL FACTORS AND REASONS CONSIDERED

In formulating our recommendation, we have taken into consideration the principal factors and reasons set out below.

1. Background and financial information of the Group

1.1 Background of the Group

The Company is principally engaged in the operation of a leading question-and-answer (“Q&A”) -inspired online community in China. It is principally engaged in the provision of marketing services, paid membership, vocational training, and other services. Its online community provides a platform for users to find solutions, make decisions, find inspiration, and have fun. The Company’s online community is an online content community based on user-generated content (“UGC”). In addition, its platform offers a range of contents such as daily life choices, esoteric knowledge content or unique experiences, and important life choices.

1.2 Historical financial performance of the Group

Set out below is a table summarising certain key financial information of the Group for the financial year (“FY”) ended December 31, 2022 and 2023 (“FY2022” and “FY2023”) and the six months ended June 30, 2023 and 2024, respectively (“1H2023” and “1H2024”), as extracted from the 2022 Annual Report, the 2023 Annual Report, and the 2024 Interim Results Announcement.

Consolidated statements of operations and comprehensive loss

<i>RMB million</i>	FY2022 <i>(audited)</i>	FY2023 <i>(audited)</i>	1H2023 <i>(unaudited)</i>	1H2024 <i>(unaudited)</i>
Revenue	3,605	4,199	2,038	1,895
– Marketing services	1,957	1,653	805	675
– Paid membership	1,231	1,826	904	882
– Vocational training	248	566	251	279
– Others	169	154	78	59
Cost of revenues	(1,797)	(1,903)	(964)	(795)
Gross profit	1,808	2,296	1,074	1,100
<i>Gross profit margin</i>	<i>50.2%</i>	<i>54.7%</i>	<i>52.7%</i>	<i>58.1%</i>
Selling and marketing expenses	(2,027)	(2,048)	(986)	(895)
Research and development expenses	(763)	(901)	(419)	(407)
General and administrative expenses	(622)	(419)	(213)	(207)
Loss from operations	(1,604)	(1,072)	(544)	(409)

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<i>RMB million</i>	FY2022 <i>(audited)</i>	FY2023 <i>(audited)</i>	1H2023 <i>(unaudited)</i>	1H2024 <i>(unaudited)</i>
Other income	40	244	93	157
Loss before income tax	(1,564)	(828)	(451)	(252)
Income tax (expenses)/benefits	(14)	(12)	(7)	6
Net loss	<u>(1,578)</u>	<u>(840)</u>	<u>(458)</u>	<u>(246)</u>

FY2023 vs FY2022

Revenue increased by 16.5% in FY2023 compared with FY2022 driven mainly by higher revenues from paid membership and vocational training, which revenues increased by 48.3% and 128.2%, respectively. These were able to offset the lower revenue from the marketing services, which decreased by 15.5%. Due to enhancement in monetization efforts and improvement of cloud services and bandwidth utilization efficiency, gross profit margin was higher at 54.7% in FY2023 compared with 50.2% in FY2022. Consequently, gross profit increased by 27.0% from RMB1,808 million in FY2022 to RMB2,296 million in FY2023.

Selling and marketing expenses remained flat between FY2022 and FY2023 despite higher revenue while research and development (“**R&D**”) expenses increased in line with spending on technology innovation. General and administrative expenses decreased due to lower amount of share-based compensation expenses. Overall, total operating expenses remained relatively stable at RMB3,412 million and RMB3,368 million in FY2022 and FY2023, respectively.

Loss from operations narrowed from RMB1,604 million in FY2022 to RMB1,072 million in FY2023. Augmented by higher other income, net loss after tax further improved to RMB840 million.

1H2024 vs 1H2023

Revenue decreased by 7.1% in 1H2024 compared with 1H2023 mainly due to the decrease in marketing services revenue as the Group strategically refined its service offerings to enhance profit margins. Such decrease was partially mitigated by an 11.0% increase in vocational training revenue as the Group further enriched its online course offerings. Gross profit margin improved to 58.1% in 1H2024 compared with 52.7% in 1H2023, resulting in a 2.4% increase in gross profit despite lower revenue.

Selling and marketing expenses decreased by 9.2% in 1H2024 compared with 1H2023 as the Group adopted a more disciplined approach on promotional spending and reduced personnel-related expenses. R&D expenses and general and administrative expenses also decreased slightly due to efficient spending in technology innovation and lower amount of personnel-related expenses. Overall, total operating expenses decreased by 6.8% from RMB1,618 million in 1H2023 to RMB1,509 million in 1H2024.

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Hence, loss from operations narrowed from RMB544 million in 1H2023 to RMB409 million in 1H2024. Net loss after tax further decreased to RMB246 million in 1H2024 following higher other income and tax benefits compared with tax expenses in 1H2023.

Section conclusion

Overall, we observed that the Group's business and financial performance had improved substantially from FY2022 to FY2023 underpinned by increased revenue and gross profit margin. In 1H2024, despite a decrease in revenue, the continued improvement in gross profit margins and lower operating expenses had positively contributed to the Group's financial performance. It however remained loss making although net loss position had narrowed.

Consolidated balance sheets

<i>RMB million</i>	As of December 31, 2022	As of December 31, 2023	As of June 30, 2024
<i>Current assets</i>			
Cash and cash equivalents	4,526	2,107	3,159
Term deposits	949	1,586	1,204
Short-term investments	787	1,770	646
Trade receivables	834	665	533
Others	224	250	295
	7,320	6,378	5,837
<i>Non-current assets</i>			
Intangible assets, net and goodwill	206	314	188
Others	130	103	83
	336	417	271
<i>Current liabilities</i>			
Accounts payable and accrued liabilities	(916)	(1,039)	(913)
Salary and welfare payables	(284)	(342)	(220)
Others	(625)	(564)	(547)
	(1,825)	(1,945)	(1,680)
<i>Non-current liabilities</i>			
Non-current liabilities	(137)	(148)	(28)
Total shareholders' equity	5,694	4,702	4,400
Noncontrolling interests	(40)	(102)	(88)
Total Zhihu Inc.'s shareholders' equity	5,654	4,600	4,312
Net asset value attributable to the			
Shareholders per Share (RMB)^(Note 1)	18.54	16.13	15.54
Gearing ratio^(Note 2)			
	-	-	1.2%

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Notes:

- (1) Net asset value attributable to the Shareholders per Share is calculated as total Zhihu Inc.'s shareholders' equity divided by the total Shares outstanding as of the respective year/period end date.
- (2) Gearing ratio is calculated as total interest-bearing borrowings divided by total equity. The gearing ratios were zero as of December 31, 2022 and 2023, respectively as the Group did not have interest bearing borrowings as of the respective dates.

Current assets

The Group's principal current assets are cash and cash equivalents and term deposits, which in aggregate had decreased from RMB5,475 million as of December 31, 2022 to RMB3,693 million as of December 31, 2023 as it deployed cash towards operating activities, investing activities (primarily net purchase of short-term investments), and financing activities (primarily for repurchase of Shares). As of June 30, 2024, such aggregate amount increased to RMB4,363 million as the Group converted certain short-term investments into cash, partially offset by its ongoing deployment of cash towards operating activities.

Non-current assets

Goodwill and intangible assets, net made up a substantial portion of the Group's non-current assets, while the other non-current assets mainly consisted of long-term investments, right-of-use assets, and property and equipment. Goodwill and intangible assets, net increased from RMB206 million as of December 31, 2022 to RMB314 million as of December 31, 2023 due to goodwill recognized in connection with the Group's acquisition of Xi'an Zhifeng Network Technology Co., Ltd. in April 2023. As of June 30, 2024, it decreased to RMB188 million, a level below December 31, 2022, as the Group had disposed of a subsidiary in 1H2024.

Current liabilities

Current liabilities, which comprised mainly accounts payable and accrued liabilities, had remained largely stable between RMB1,825 million as of December 31, 2022 and RMB1,945 million as of December 31, 2023. It decreased to RMB1,680 million as of June 30, 2024 mainly due to the decrease in accounts payable and accrued liabilities, and salary and welfare payables.

Non-current liabilities

The Group had nominal non-current liabilities between December 31, 2022 and June 30, 2024. We understand from the Management that the decrease in non-current liabilities from RMB148 million as of December 31, 2023 to RMB28 million as of June 30, 2024 was mainly due to the decrease in fair value of contingent consideration payables associated with the Group's acquired subsidiaries.

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Composition of total Zhihu Inc.'s shareholders' equity ("Net Asset Value")

The Group's Net Asset Value decreased from RMB5,654 million as of December 31, 2022 to RMB4,600 million as of December 31, 2023 and then to RMB4,312 million as of June 30, 2024 due mainly to (i) net losses recorded, and (ii) to a lesser extent, on-market share buy-back activities conducted, during this period.

As a result, Net Asset Value per Share decreased from RMB18.54 per Share (equivalent to HK\$20.46 per Share) as of December 31, 2022 to RMB16.13 per Share (equivalent to HK\$17.80 per Share) as of December 31, 2023 and then to RMB15.54 per Share (equivalent to HK\$17.15 per Share) as of June 30, 2024, calculated based on the Net Asset Value divided by the total Shares outstanding as of the respective year/period end date.

The maximum amount of consideration for the Offers is approximately HK\$427,454,392 if the Offers are accepted in full. Based on the above, we note that the Group has adequate resources to fully fund the Offers with its internal cash resources.

1.3 Dividends

As stated in the Company's prospectus dated April 11, 2022, payment and amount of dividends from the Company will depend on the availability of dividends received from its subsidiaries, as the Company is incorporated under the laws of the Cayman Islands.

We note that given the Group's continuous net losses recorded, the Company has not declared or paid any dividends to the Shareholders since its listing on the Main Board of the Hong Kong Stock Exchange on April 22, 2022 (the "**Listing**"). Given this, there is no certainty regarding when the Company will pay dividends in the future.

1.4 Outlook of the Group

The Company stated in the 2023 Annual Report and 2024 Interim Results Announcement that in the face of increasing competition in China's internet industry, its key focus will be on motivating professional users and content creators to enhance community culture and content creation. The Company believes the empowerment of generative AI technology provides support to its business growth and enhances business efficiencies. It will also focus on refining its operating efficiency so as to expand operating margins.

The Company operates a leading online content community in China and it has recorded a 50% growth in the number of average monthly subscribing members from 9.8 million in FY2022 to 14.7 million in 1H2024, as noted in the 2022 Annual Report and 2024 Interim Results Announcement. Its vocational training business also recorded robust growth in terms of revenue in the past year as discussed in the paragraph headed "1.2 Historical financial

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performance of the Group” above, which continued into the first half of 2024. The process of monetization of the Group’s business appears to be ongoing necessitating continued and substantial spending of selling and marketing expenses as well as R&D expenses.

We therefore observed that the Company had continued to record net losses despite improvement in gross profit in FY2023 and 1H2024, and it appears uncertain when the Company will turn profitable amidst such development.

2. The Offers

2.1 Principal terms of the Offers

On July 19, 2024, the Company announced that the Offers will be made to buy back, subject to fulfilment of the Condition, up to the Maximum Number, being 46,921,448 Class A Ordinary Shares (including in the form of ADSs), representing approximately 15.9% of the total Shares (on a one share one vote basis) in issue and outstanding as of the date of the Announcement at a cash consideration of HK\$9.11 per Class A Ordinary Share (equivalent of US\$3.50 per ADS). The consideration for the Offers, being approximately HK\$427,454,392 if the Offers are accepted in full, will be paid in cash and will be funded fully by internal resources of the Group.

The Shareholders and ADS holders may accept the Offers in respect of any number of their Class A Ordinary Shares (including in the form of ADSs) at the Offer Price up to their entire shareholding (subject to scaling down procedures as described below). The Offers are not conditional upon a minimum number of Class A Ordinary Shares (including in the form of ADSs) being tendered for buy-backs.

The number of Class A Ordinary Shares (including in the form of ADSs) bought back by the Company in aggregate will not exceed the Maximum Number. If the number of Class A Ordinary Shares (including in the form of ADSs) validly tendered exceeds the Maximum Number, the number of Class A Ordinary Shares (including in the form of ADSs) to be bought back from each Accepting Shareholder and each Accepting ADS holder will be reduced proportionally in accordance to the procedures for scaling down as described in the Offer Document.

The Offers are conditional upon the approval by more than 50% of the votes cast by the Independent Shareholders in attendance either in person or by proxy by way of a poll having been obtained at the EGM in respect of the Offers on or before the Long Stop Date. The Condition cannot be waived. Accordingly, if the Condition is not satisfied on or before the Long Stop Date, the Offers will not proceed.

For further details of principal terms of the Offers, please refer to Appendix I to the Offer Document.

2.2 The Company's intention upon completion of the Offers

As noted in the Offer Document, it is the intention of the Company to continue with the existing business of the Group upon completion of the Offers. As of the Latest Practicable Date, the Company did not intend to introduce any major changes by reason only of the Offers to the existing operations and management structure of the Group, and the employment of the employees of the Group will be continued and the material fixed assets of the Group will not be redeployed.

2.3 The Company's previous Share/ADS repurchase activities

The Company has been conducting on-market Share/ADS repurchase since its Listing. More recently on June 30, 2023 and June 26, 2024, respectively, the then Shareholders renewed and granted the Company a general mandate (the “**2023 Repurchase Mandate**” and “**2024 Repurchase Mandate**”) to repurchase up to 10% of the Shares in issue as of the respective date of passing the ordinary resolution to approve the grant of the 2023 Repurchase Mandate and the 2024 Repurchase Mandate.

After obtaining the 2023 Repurchase Mandate, the Company had conducted a number of on-market Share/ADS repurchases on over 100 market days during the period from July 3, 2023 and March 28, 2024, acquiring a total of 18,141,552 Class A Ordinary Shares from the market, based on the then effective ADS to Class A Ordinary Share ratio. These on-market repurchases were conducted at prices between US\$1.32 per Share (equivalent to HK\$10.3 per Share) and US\$2.40 per Share (equivalent to HK\$18.7 per Share), at a volume weighted average price of approximately US\$1.97 per Share (equivalent to HK\$15.4 per Share). Up to the Latest Practicable Date, the Company had not utilized the 2024 Repurchase Mandate to conduct on-market Share/ADS repurchase.

The Offers are therefore consistent with the ongoing capital management strategy of the Company.

3. Rationale of the Offers from the perspectives of the Company and the Independent Shareholders

We have considered the rationale of the Offers from the perspectives of the Independent Shareholders as well as the Company as follows.

3.1 From the perspective of the Independent Shareholders

Opportunity to realize investment in the Company at premium to prevailing market price, with flexibility to retain shareholding and participate in the future prospects of the Group

The Offers provide the Independent Shareholders with opportunity to realize part of their investments in the Company at a premium to prevailing market price.

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Per our analysis on historical price trend of Class A Ordinary Share as discussed in the paragraph headed “4.1 Historical price performance of the Shares” below, the closing price of Class A Ordinary Share had exhibited a downward trend during the Review Period (defined below), which had dropped below the Offer Price since the end of May 2024. The Offer Price of HK\$9.11 per Class A Ordinary Share represents premiums of approximately 7.2% and 8.8% over the closing prices of HK\$8.50 and HK\$8.37 per Class A Ordinary Share as of the Last Trading Day and September 5, 2024, being the last trading day prior to the Latest Practicable Date, respectively.

In addition, as mentioned above, Shareholders and ADS holders may accept the Offers for any number of their Class A Ordinary Shares (including in the form of ADSs), up to their entire shareholding (subject to any scaling down procedures, if applicable). Therefore, Independent Shareholders can decide to retain a portion or all of their shareholdings, such that they would continue to participate in the future development and prospects of the Group.

Overall, subject to their individual circumstances and investment objectives, the Offers provide Independent Shareholders with the flexibility to balance between meeting their immediate liquidity needs and benefiting from the Group’s future development and potential growth.

Opportunity to realize investments in the Company with the certainty of return

The trading liquidity of Class A Ordinary Shares has generally been low, making it difficult for Independent Shareholders to execute substantial on-market disposals without adversely affecting their prices.

Per our analysis on the trading liquidity of the Shares as discussed in the paragraph headed “4.2 Trading liquidity of the Class A Ordinary Shares” below, we noted that the trading activities of the Class A Ordinary Shares, especially on the Hong Kong Stock Exchange, were generally illiquid over the Review Period and we concur that Independent Shareholders may experience difficulty in disposing of their Shares, and any sale of a significant number of Shares on the market may result in downward pressure on the market price.

In this respect, the Offers represent opportunity for the Independent Shareholders to realize part of their investments in the Company with the certainty of price.

3.2 From the perspective of the Company

Improve trading dynamics and reflect the Company’s confidence in its prospects

As noted in the paragraph headed “Reasons for and benefits of the Offers” in the “Letter from the Board” of the Offer Document, the Company believes that the Offers, if completed, will improve the trading dynamics and refresh the Company’s shareholders’ structure.

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In this regard, we understand from the Management that the Company considers that the current market price of Class A Ordinary Share and ADS does not reflect the intrinsic value and business prospects of the Group. In particular, it is observed that the closing prices of the Class A Ordinary Share had generally been decreasing during the Review Period despite the Group's improved business and financial performance as evidenced by its narrowed net loss position as discussed in the paragraph headed "1.2 Historical financial performance of the Group" above. Additionally, there has been limited liquidity in the trading of Class A Ordinary Shares on the Hong Kong Stock Exchange and in the form of ADSs on the NYSE.

Given the above observations, the Management believes that the Offers would demonstrate the Company's confidence in long-term development prospects, thereby sending positive signals to the market.

Best use of the Group's financial resources to enhance Shareholders' return

The Company pointed out that making the Offers is the best use of its financial resources after evaluating its cash position, and is in the best interests of the Company and its Shareholders as a whole.

We note that the Company has maintained a substantial liquid position as discussed in the paragraph headed "1.2 Historical financial performance of the Group" above. As advised by the Management, the Company has considered different options to enhance Shareholders' return. For instance, it had conducted on-market share/ADS repurchases on over 100 market days and repurchased a total of 18,141,552 Class A Ordinary Shares since obtaining the 2023 Repurchase Mandate and up to the Latest Practicable Date, as discussed in the paragraph headed "2.3 The Company's previous share/ADS repurchase activities" above. However, given the past low trading liquidity of the Class A Ordinary Shares and ADS, it would be difficult or it would require a prolonged period of time for the Company to conduct repurchase Class A Ordinary Shares/ADS on market of a substantial scale. Furthermore, the loss-making status of the Group has compromised the Company's ability to declare and distribute dividends to Shareholders, as discussed in the paragraph headed "1.3 Dividends" above.

Therefore, considering the current circumstances, the Management believes that making the Offers is the best use of the Group's financial resources to enhance Shareholders' return.

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3.3 Section summary

In summary, the Offers provide Independent Shareholders with the opportunity to realize part of their investments in the Company at premium to prevailing market price with certainty, amidst low trading liquidity of the Class A Ordinary Shares/ADSs. Additionally, Independent Shareholders have the flexibility to retain a portion or all of their shareholdings, such that they would continue to participate in the future development and prospects of the Group. At the same time, the Offers may improve future market trading dynamics of the Shares and represents an efficient use of the Group's financial resources to enhance Shareholders' return.

4. The Offer Price

The Offer Price of HK\$9.11 per Class A Ordinary Share represents:

- (i) a premium of approximately 8.8% over the closing price of HK\$8.37 per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange on September 5, 2024, being the last trading day of the Hong Kong Stock Exchange prior to the Latest Practicable Date,
- (ii) a premium of approximately 7.2% over the closing price of HK\$8.50 per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange on July 19, 2024 (being the Last Trading Day),
- (iii) a premium of approximately 10.0% over HK\$8.28, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the five consecutive trading days up to and including the Last Trading Day,
- (iv) a premium of approximately 9.6% over HK\$8.31, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the ten consecutive trading days up to and including the Last Trading Day,
- (v) a premium of approximately 14.9% over HK\$7.93, which is the average closing price per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange for the thirty consecutive trading days up to and including the Last Trading Day,
- (vi) a discount of approximately 47.1% to the consolidated net asset value of the Company as of December 31, 2023 of approximately RMB15.61 per Share (equivalent to approximately HK\$17.22 per Share) pursuant to the latest audited consolidated financial statements of the Company, calculated based on the audited consolidated net asset value attributable to the Shareholders of approximately RMB4,599.81 million as of December 31, 2023 and the total Shares in issue and outstanding as of the date of the Announcement, and
- (vii) a discount of approximately 43.6% to the consolidated net asset value of the Company as of June 30, 2024 of approximately RMB14.63 per Share (equivalent to approximately HK\$16.14 per Share) pursuant to the latest unaudited consolidated financial statements of the Company, calculated based on the unaudited consolidated net asset value attributable to the Shareholders of approximately RMB4,312.29 million as of June 30, 2024 and the total Shares in issue and outstanding as of the Latest Practicable Date.

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According to the Offer Document, the Offer Price per ADS, being US\$3.50, was determined on the same basis as the Offer Price per Class A Ordinary Share and was calculated based on the ADS to Class A Ordinary Share ratio (i.e., every one representing three Class A Ordinary Shares) and an exchange rate of US\$1.00 : HK\$7.8073, the exchange rate prevailing on the date of the Announcement set forth in the H.10 statistical release of the Federal Reserve Board.

Given the Offer Price per ADS is determined on equivalent basis as the Offer Price per Class A Ordinary Share, our analysis on the fairness and reasonableness of the Offer Price will be focused on Class A Ordinary Share.

Specific considerations on the discount of the Offer Price to Net Asset Value as of December 31, 2023 and June 30, 2024

The Offer Price represents discounts of approximately 47.1% and 43.6% to the Net Asset Values per Share as of December 31, 2023 and June 30, 2024, respectively. We have also conducted further analysis on the composition of the Group's net assets and noted that it had maintained healthy liquid position with substantial amount of cash and cash equivalents, term deposits as well as short-term investments.

Using the Group's financial position as of June 30, 2024 for illustration, the Group would have maintained positive net cash and cash equivalents of RMB1,451 million¹ had it used such resources to repay all its current and non-current liabilities. In addition, the Group also maintained a liquid position with aggregate term deposits and short-term investments of RMB1,850 million as of June 30, 2024, which together with its abovementioned net cash and cash equivalents, is higher than the value of the entire issued and outstanding share capital of the Company as valued based on the Offer Price. That being said, we noted the fact that the Group's operations have yet to achieve profitability. Considering its ongoing loss situation and operating cash outflow in the past, which amounted to RMB1,115 million, RMB416 million and RMB392 million in FY2022, FY2023 and 1H2024, respectively according to the 2023 Annual Report and 2024 Interim Results Announcement, and the uncertainty surrounding when the Company will become profitable, existing liquid financial resources will likely be needed to continue to finance its operations. This will lead to reductions in Net Asset Value, a trend observed in recent years from RMB5,654 million as of December 31, 2022 to RMB4,600 million as of December 31, 2023 and then to RMB4,312 million as of June 30, 2024 as discussed in the paragraph headed "1.2 Historical financial performance of the Group" above.

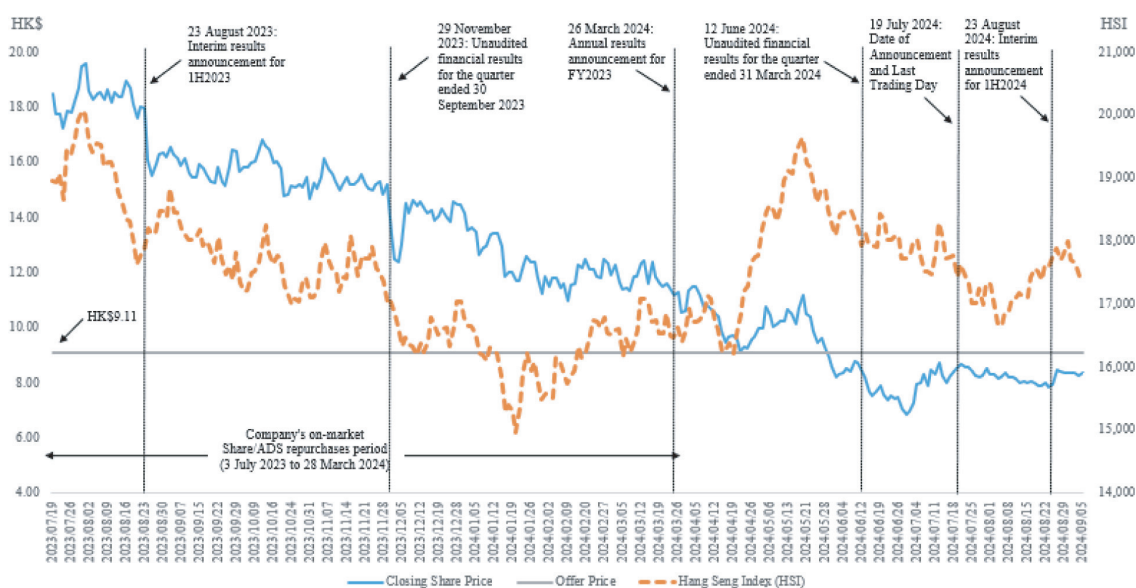
Solely by comparing against Net Asset Values per Share, we consider that the aforesaid discounts are in itself a disadvantage to Independent Shareholders and reduce the attractiveness of the Offer from the perspective of the Offer Price, since this indicates that the valuation of the Group as implied by the Offer Price is below the Net Asset Value. However, when arriving at our recommendation as set out in the paragraph headed "Recommendation" below, we have considered a host of factors with comprehensive analysis, in addition to this discount of Offer Price to Net Asset Value per Share.

¹ Calculated as: RMB3,159 million (cash and cash equivalents) – RMB1,680 million (total current liabilities) – RMB28 million (total non-current liabilities)

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4.1 Historical price performance of the Shares

Set out below is a chart illustrating the historical closing prices of Class A Ordinary Shares as quoted on the Hong Kong Stock Exchange during the period commencing from July 19, 2023 to the Last Trading Day (“Pre-Announcement Period”), and subsequently up to and including the Latest Practicable Date (“Post-Announcement Period”) (collectively, the “Review Period”). We consider that a period of approximately one year is adequate and representative to illustrate the recent price movements of Class A Ordinary Shares, which reflect (i) market and investors’ reaction towards the latest developments of the Group, including its financial performance and position, outlook, and prospects, and (ii) prevailing market sentiment. We are of the view that this allows us to conduct a meaningful comparison between these closing prices of Class A Ordinary Shares and the Offer Price.



Source: The website of the Hong Kong Stock Exchange (<https://www.hkex.com.hk>)

During the Review Period, the highest and lowest closing prices of Class A Ordinary Shares were HK\$19.58 and HK\$6.83 per Share recorded on August 1, 2023 and June 28, 2024, respectively, where the Offer Price per Class A Ordinary Share, being HK\$9.11, is within the aforesaid range of closing prices. Out of 281 trading days during the Review Period, the Offer Price was above the closing prices of Class A Ordinary Shares for 70 days, and these had occurred more recently during the past three months since the end of May 2024.

As illustrated in the graph above, we note that the closing prices of Class A Ordinary Shares were in general on a downward trend during the Review Period, notwithstanding the numerous on-market Share/ADS repurchases conducted by the Company as mentioned above. After recording its highest at HK\$19.58 per Class A Ordinary Share on August 1, 2023, the closing price of Class A Ordinary Share dropped significantly subsequent to the Company’s publication of interim results announcement for 1H2023 on August 23, 2023 and closed at HK\$16.10 per Class A Ordinary Share on August 24, 2023. Thereafter, closing prices of Class

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A Ordinary Shares had traded between HK\$16.80 per Share and HK\$14.70 per Share during the period from August 25, 2023 and November 29, 2023. After market close on November 29, 2023, the Company published its unaudited financial results for the quarter ended September 30, 2023, where we note that the closing price of Class A Ordinary Share declined to HK\$13.44 per Share on the subsequent trading day, being November 30, 2023. The closing prices continued to decrease after the Company published its annual results announcement for FY2023 on March 26, 2024 and dropped to a level close to the Offer Price on April 23, 2024. Thereafter, the closing price of Class A Ordinary Share rebounded to HK\$11.16 per Share on May 20, 2024. This was largely in line with the overall market performance as evidenced by the Hang Seng Index, which increased from 16,829 as of April 23, 2024 to 19,636 as of May 20, 2024.

However, such rebound did not sustain for long as the closing prices of Class A Ordinary Shares declined to levels below the Offer Price since the end of May 2024 and reached its lowest at HK\$6.83 per Share on June 28, 2024. Thereafter, the closing price of Class A Ordinary Share increased but remained at levels below the Offer Price. As of the Last Trading Day and September 5, 2024, being the last trading day prior to the Latest Practicable Date, the Class A Ordinary Share closed at HK\$8.50 per Share and HK\$8.37 per Share, respectively. The Offer Price of HK\$9.11 per Class A Ordinary Share represents premiums of approximately 7.2% and 8.8% over the aforesaid closing prices, respectively.

Overall, save for the publications of financial results by the Company during the Review Period, we are not aware of any specific reason for the overall downward trend in the closing prices of Class A Ordinary Shares as described above. This decreasing trend in market price could potentially reflect the market's response to the Group's ongoing loss making status, despite these losses narrowing along with the visibility on monetization and the path toward profitability. We meanwhile also observed that the trading patterns of ADSs closing prices had been similar to those of Class A Ordinary Shares.

Considering (i) the Offer Price is above the closing prices of Class A Ordinary Shares during the recent period from the end of May 2024 to the Latest Practicable Date; (ii) the Offer Price represents premiums of approximately 7.2% and 8.8% over the closing prices of Class A Ordinary Shares on the Last Trading Day and September 5, 2024, being the last trading day prior to the Latest Practicable Date, respectively; (iii) the Offer Price is within the range of closing prices of Class A Ordinary Share during the Review Period, which means the valuation of the Group as implied by the Offer Price is consistent and within the range as valued by the market during the recent year; (iv) the overall declining trend in the closing prices of Class A Ordinary Shares; and (v) the Offer Price should be evaluated in conjunction with the most recent Share price performance that reflects the current market conditions, we consider that the Offer Price is fair and reasonable from the point of view of historical trading price of Class A Ordinary Shares.

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4.2 Trading liquidity of the Class A Ordinary Shares

As of the Latest Practicable Date, a total of 277,359,593 Class A Ordinary Shares were in issue and outstanding. The table below sets out information of the market trading liquidity of Shares during the Review Period. Considering that the Class A Ordinary Shares can also be traded in the form of ADS on the NYSE, we have included relevant information for the Independent Shareholders' information.

Month	Number of trading days on the Hong Kong Stock Exchange	Number of trading days on the NYSE	Average daily trading volume of Class A Ordinary Shares on the Hong Kong Stock Exchange	Average daily trading volume of Class A Ordinary Shares in the form of ADS on the NYSE	Average daily trading volume on the Hong Kong Stock Exchange as a percentage to the total number of issued and outstanding Class A Ordinary Shares ^(Note)	Average daily trading volume on the NYSE as a percentage to the total number of issued and outstanding Class A Ordinary Shares ^(Note)	Total average daily trading volume on the Hong Kong Stock Exchange and the NYSE as a percentage to the total number of issued and outstanding Class A Ordinary Shares ^(Note)
			(number of Shares)	(number of Shares)			
2023							
July (from 19 July)	9	9	81,880	1,153,986	0.028%	0.395%	0.423%
August	23	23	80,123	1,280,065	0.027%	0.439%	0.466%
September	19	20	31,276	1,641,165	0.011%	0.562%	0.573%
October	20	22	30,575	568,719	0.010%	0.195%	0.205%
November	22	21	27,636	1,849,505	0.010%	0.645%	0.655%
December	19	20	49,789	2,345,827	0.017%	0.816%	0.833%
2024							
January	22	21	18,218	1,706,016	0.006%	0.594%	0.600%
February	19	20	29,205	427,088	0.010%	0.153%	0.163%
March	20	20	37,835	542,528	0.014%	0.194%	0.208%
April	20	22	39,575	548,728	0.014%	0.196%	0.210%
May	21	22	150,148	1,779,450	0.054%	0.635%	0.689%
June	19	19	100,826	1,207,589	0.037%	0.438%	0.475%
July (up to July 19, the Last Trading Day for Class A Ordinary Shares/July 18, the NYSE trading day prior to the Last Trading Day for ADSs)	14	13	102,393	1,321,756	0.037%	0.477%	0.514%
July (from July 22 for Class A Ordinary Shares/July 19 for ADSs)	8	9	67,875	1,111,053	0.024%	0.401%	0.425%
August	22	22	25,105	643,658	0.009%	0.232%	0.241%
September (up to September 6, the Latest Practicable Date for Class A Ordinary Shares/September 5, the NYSE trading day prior to the Latest Practicable Date for ADSs)	4	3	17,000	609,571	0.006%	0.220%	0.226%

Source: The website of the Hong Kong Stock Exchange (<https://www.hkex.com.hk>) and the NYSE (<https://www.nyse.com>)

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Note: The calculation is based on the average daily trading volume divided by total number of issued and outstanding Class A Ordinary Shares (on a one share one vote basis) as at the end of each relevant month.

In respect of trading liquidity on the Hong Kong Stock Exchange, as illustrated in the above table, the percentage of average daily trading volume of Class A Ordinary Shares to the total number of issued and outstanding Class A Ordinary Shares ranged from approximately 0.006% to approximately 0.054%. The average daily trading volume of the Shares during the Pre-Announcement Period was approximately 58,080 Shares, representing approximately 0.020% of the total number of issued and outstanding Class A Ordinary Shares (on a one share one vote basis) as of the Last Trading Day. During the Post-Announcement Period, the average daily trading volume of Shares amounted to approximately 34,215 Shares, representing approximately 0.012% of the total number of issued and outstanding Class A Ordinary Shares (on a one share one vote basis) as of the Latest Practicable Date.

It can be concluded that the trading activities in Class A Ordinary Shares on the Hong Kong Stock Exchange were generally illiquid during the Review Period. We meanwhile observed that the trading liquidity of ADSs, while comparatively higher than that of Class A Ordinary Shares on the Hong Kong Stock Exchange, had also fluctuated where average daily trading volume ranged between 0.153% and 0.816% of the total number of issued and outstanding Class A Ordinary Shares during the months over the Review Period.

In the absence of the Offers, Independent Shareholders will only be able to dispose of their Class A Ordinary Shares on-market to realize their investment in the Company. Considering the thin trading volume of Shares during the Review Period, Independent Shareholders may experience difficulty in disposing of their Class A Ordinary Shares, and any sale of a significant number of Class A Ordinary Shares on the market may result in downward pressure on the market price, which will be a disadvantage to the Independent Shareholders.

4.3 Comparable analysis

In evaluating the Offers, we have attempted to assess the fairness and reasonableness of the Offer Price through conducting a price multiple analysis with comparable listed companies.

We have set the following criteria in identifying comparable companies to the Group:

- (i) principally engaged in similar businesses as the Group, with over 50% of revenue being derived from the operation of a online content community in China; and
- (ii) the shares of which are listed on the Hong Kong Stock Exchange or the NYSE (i.e., same listing platforms as the Company).

From our research conducted to the extent possible and which we consider to be exhaustive, we are unable to identify comparable companies based on the selection criteria set out above. We believe that the scarcity may be due to the fact that Q&A-inspired community business is rather niche and unique, where the few market players in China are either (i) part of larger-scale publicly listed entities and their revenue contribution constitute a relatively insignificant part of the listed entities or (ii) not publicly listed.

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We note that, more generically, there are other PRC online communities that are listed on the Hong Kong Stock Exchange, such as Bilibili Inc. (Nasdaq: BILI; HKEX: 9626) (“**Bilibili**”), Kuaishou Technology (HKEX: 1024) (“**Kuaishou**”), and Weibo Corporation (Nasdaq: WB; HKEX: 9898) (“**Weibo**”). Despite these companies can broadly be classified as online communities operating in China, we consider that they differ from the Company in terms of core services and content form and revenue source based on our observations below, thus are not comparable to the Company. For the Independent Shareholders’ information, we have also set out details of Bilibili, Kuaishou, and Weibo in the table below.

Stock code	Company name	Principal activities	Revenue in the latest financial year	Revenue breakdown
BILI/9626	Bilibili Inc.	Bilibili Inc is a China-based company principally engaged in the internet and other related businesses. The company operates its business through four segments. The mobile games segment mainly publishes mobile games on its platform for third-party game developers that are free to download and play with Bilibili accounts. The advertising segment is mainly engaged in display advertising arrangements business. The live broadcasting and value-added services segment mainly generates revenue from subscription fee of premium membership program, sales of in-channel virtual items, and sales of paid content and virtual items on its video, audio, and comic platforms. The e-commerce and others segment mainly engages in the online sales of anime, comics, and games-related merchandise and offline performance events and activities.	RMB22,528 million	(i) Value-added services (44%) (ii) Advertising (29%) (iii) Mobile games (18%) (iv) Intellectual property derivatives and others (9%)

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Stock code	Company name	Principal activities	Revenue in the latest financial year	Revenue breakdown
1024	Kuaishou Technology	Kuaishou Technology is a China-based investment holding company mainly engaged in the operation of content communities and social platforms. The company mainly provides live streaming services, online marketing services, and other services. The online marketing solutions include advertising services, Kuaishou fans headline services, and other marketing services. Other services include e-commerce, online games, and other value-added services.	RMB113,470 million	(i) Online marketing services (53%) (ii) Live streaming (34%) (iii) Other services (13%)
WB/9898	Weibo Corporation	Weibo Corporation is a China-based company mainly engaged in social media advertising business. The company's main product is the social platform Weibo. The company operates two segments. Advertising and marketing segment mainly provides a full range of advertising customisation and marketing solutions. Value-added services segment mainly provides services such as membership services on social platforms, online games, live broadcasts, social e-commerce and others. The company also engages in internet and other related businesses, including the provision of internet content and online game operations.	US\$1,760 million (equivalent to RMB12,452 million)	(i) Advertising and marketing services (87%) (ii) Value-added services (13%)

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Stock code	Company name	Principal activities	Revenue in the latest financial year	Revenue breakdown
ZH/2390	The Company	The Company is a China-based holding company principally engaged in the operation of a leading Q&A-inspired community	RMB4,199 million	(i) Paid membership (44%) (ii) Marketing services (39%) (iii) Vocational training (14%) (iv) Others (3%)

(a) Core services

The community operated by the Company is essentially a knowledge-sharing platform, where individuals typically gather to share and exchange knowledge, experiences, and insights in the form of questions and answers. In contrast, listed PRC online community platforms such as Bilibili, Kuaishou, or Weibo focus on services revolving around video content and social networking, with a predominant emphasis on entertainment. As a result, the targeted demographic and user base appears to differ from those of the Company.

(b) Content form and revenue source

Video content is prevalent among these listed PRC online community platforms. For example, Kuaishou focuses on short videos, and Bilibili derives most of its revenue from live broadcasts and gaming videos. In contrast, the Company is predominantly text-based. As such, user behaviours may differ.

In terms of monetization, we note that the Company, as a knowledge-sharing platform, generated the majority of its revenue from paid membership and vocational training according to its latest financial year FY2023. In contrast, other listed PRC online community platforms appear to generate a lesser extent or none of this type of revenue. For example, Kuaishou monetizes mainly through live streaming, virtual gifting, and online marketing services; while Weibo primarily generates revenue via social media advertising.

Having considered the above, we could not apply market comparable analysis in this case.

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5. Effect on the shareholding structure of the Company

As set out in the paragraph headed “Changes in Shareholding structure of the Company” in the “Letter from the Board” of the Offer Document, the following table illustrates the shareholding structure of the Company as of the Latest Practicable Date and immediately after completion of the Offers.

	As of the Latest Practicable Date			Upon completion of the Offers		
	<i>Number of Shares</i>	<i>Approximate % of interest in the total issued and outstanding Shares (on a one share one vote basis)</i>	<i>Approximate % of voting rights</i>	<i>Number of Shares</i>	<i>Approximate % of interest in the total issued and outstanding Shares (on a one share one vote basis)</i>	<i>Approximate % of voting rights</i>
Controlling Shareholders						
- MO Holding Ltd	19,460,912	6.6%	4.3%	22,227,776	9.0%	5.9%
	Class A			Class A		
	Ordinary			Ordinary		
	Shares			Shares		
	17,393,666	5.9%	38.5%	14,626,802	5.9%	38.5%
	Class B			Class B		
	Ordinary			Ordinary		
	Shares			Shares		
Sub-total	36,854,578	12.5%	42.9%	36,854,578	14.9%	44.4%
	Shares			Shares		
Directors who hold Shares						
- Mr. Dahai Li	2,878,690	1.0%	0.6%	2,878,690	1.2%	0.8%
	Class A			Class A		
	Ordinary			Ordinary		
	Shares			Shares		
- Mr. Hanhui Sam Sun	7,500	0.0%	0.0%	7,500	0.0%	0.0%
	Class A			Class A		
	Ordinary			Ordinary		
	Shares			Shares		
- Ms. Hope Ni	7,500	0.0%	0.0%	7,500	0.0%	0.0%
	Class A			Class A		
	Ordinary			Ordinary		
	Shares			Shares		
- Mr. Derek Chen	5,000	0.0%	0.0%	5,000	0.0%	0.0%
	Class A			Class A		
	Ordinary			Ordinary		
	Shares			Shares		

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	As of the Latest Practicable Date			Upon completion of the Offers		
	<i>Number of Shares</i>	<i>Approximate % of interest in the total issued and outstanding Shares (on a one share one vote basis)</i>	<i>Approximate % of voting rights</i>	<i>Number of Shares</i>	<i>Approximate % of interest in the total issued and outstanding Shares (on a one share one vote basis)</i>	<i>Approximate % of voting rights</i>
Parties acting in concert with the Company						
- Deutsche Bank Concert Group	-	-	-	-	-	-
Other Shareholders						
Trustee of the 2022 Plan	10,109,451	3.4%	2.2%	10,109,451	4.1%	2.7%
	Class A Ordinary Shares			Class A Ordinary Shares		
Innovation Works Shareholders	11,889,945	4.0%	2.6%	2,889,945	1.2%	0.8%
	Class A Ordinary Shares			Class A Ordinary Shares		
Qiming Shareholders	10,201,891	3.5%	2.3%	4,309,897	1.7%	1.1%
	Class A Ordinary Shares			Class A Ordinary Shares		
SAIF Shareholder	12,028,878	4.1%	2.7%	9,028,878	3.6%	2.4%
	Class A Ordinary Shares			Class A Ordinary Shares		
Other shareholders	210,769,826	71.5%	46.7%	181,740,372	73.3%	47.9%
	Class A Ordinary Shares			Class A Ordinary Shares		
Total	294,753,259	100.0%	100.0%	247,831,811	100.0%	100.0%
	Shares			Shares		

* Percentage may not add up to 100% due to rounding.

Assuming that (i) valid acceptances are received for the Maximum Number of Class A Ordinary Shares (including in the form of ADSs) and the Maximum Number of Class A Ordinary Shares are bought back under the Offers; (ii) Mr. Zhou will simultaneously reduce his WVR in the Company by way of converting his Class B Ordinary Shares into Class A Ordinary

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Shares on a one to one ratio pursuant to the Listing Rules to the effect that the proportion of shares carrying WVR of the Company will not be increased; (iii) no outstanding options or restricted share units granted pursuant to the 2012 Plan or the 2022 Plan will be exercised or vested from the Latest Practicable Date up to and including the date of completion of the Offers; and (iv) none of the Controlling Shareholders, Director who holds Shares, or parties acting in concert with the Company will accept the Offers, the interest of other Shareholders in the Company's total number of issued Shares will increase slightly from approximately 71.5% to 73.3% on a one share one vote basis or from approximately 46.7% to 47.9% in terms of voting rights. We observed that the Offers, if and when fully completed, will not result in significant change in shareholding in the Company nor any change in control of the Company.

6. Financial effects of the Offers

This section sets out analysis on potential financial effects of the Offers on the Group. It should be noted that the figures and financial impact shown below are for illustrative purpose only.

6.1 *Effects on Net Asset Value per Share*

The Net Asset Value per Share as of June 30, 2024 was RMB15.54. As shown in the "Unaudited pro forma financial information of the Group" as set out in Appendix III to the Offer Document, assuming that the Offers had been completed as of June 30, 2024, the unaudited pro forma adjusted consolidated net assets attributable to the Shareholders would be RMB3,912 million as of June 30, 2024. As of June 30, 2024, there were 277,466,242 Shares outstanding. Assuming the Maximum Number of Class A Ordinary Shares are bought back under the Offers, there would be 230,544,794 Shares outstanding.

Based on the above, the Net Asset Value per Share would have improved to RMB16.97 from RMB15.54 as a result of the Offers.

6.2 *Effects on working capital*

The consideration of the Offers will be fully financed by the Group's internal resources. Assuming the Offers are accepted in full, the Group's cash and cash equivalents is expected to decrease by approximately HK\$427,454,392. In this regard, we note that the Group had maintained a substantial cash and cash equivalents balance of RMB3,159 million as of June 30, 2024. Therefore, it is expected that the Offers will not have material adverse impact on the Group's working capital.

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RECOMMENDATION

Having considered the above principal factors and reasons, in particular,

- (i) the Group's business and financial performance had improved from FY2022 to FY2023 underpinned by increased revenue and gross profit margins. In 1H2024, despite a decrease in revenue, the continued improvement in gross profit margins and lower operating expenses had positively contributed to the Group's financial performance. It however remained loss making although net loss position had narrowed;
- (ii) our observations that the process of monetisation of the Group's business appears to be ongoing necessitating continued and substantial spending of selling and marketing expenses as well as R&D expenses. It appears uncertain when the Company will turn profitable amidst such development;
- (iii) the Company has not declared or paid any dividends to the Shareholders since its Listing, and there is no certainty regarding when the Company will pay dividends in the future given its loss-making status;
- (iv) the Offers provide Independent Shareholders with the opportunity to realize part of their investments in the Company at a premium to prevailing market price with certainty, amidst low trading liquidity of the Class A Ordinary Shares/ADSs. Under the Offers, Independent Shareholders would have the flexibility to retain a portion or all of their shareholding, such that they would continue to participate in the future development and prospects of the Group;
- (v) the Offer Price is above the closing prices of Class A Ordinary Shares during the recent three months since the end of May 2024 and represents premiums of approximately 7.2% and 8.8% over the closing prices of Class A Ordinary Shares on the Last Trading Day and September 5, 2024, being the last trading day prior to the Latest Practicable Date, respectively; and
- (vi) the Offer Price represents discounts of approximately 47.1% and 43.6% to the Net Asset Values per Share as of December 31, 2023 and June 30, 2024, respectively, and the Net Asset Values were composed mainly of liquid assets such as cash and cash equivalents, term deposits and short-term investments,

we consider that while the Offer Price being at a discount to Net Asset Value per Share is in itself a disadvantage to the Independent Shareholders and reduce the attractiveness of the Offer Price, on balance, the Offers (including the Offer Price) are fair and reasonable taking into particular account of the premiums of prevailing market prices of Class A Ordinary Shares, the opportunity for Independent Shareholders to realize part of their investments with certainty and the fact that Independent Shareholders will retain meaningful shareholding in the Company after accepting the Offers, allowing them to participate in the future development and prospects of the Group and potentially benefit from the Group's improved business and financial performance. Accordingly, we recommend the Independent Board Committee to advise, and we ourselves, advise the Independent Shareholders to vote in favor in respect of the resolution relating to the Offers to be proposed at the EGM and to accept the Offers.

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Nevertheless, Independent Shareholders who are optimistic about the future financial performance of the Group after the Offers or do not have immediate liquidity needs may, having regard to their own circumstances, consider retaining all of their Shares/ADSs or not accepting their entitlements under the Offers in full.

Independent Shareholders are also advised to closely monitor the market price and liquidity of the Shares/ADSs during the Offer Period and should, having regard to their own circumstances and investment objectives, consider selling their Shares/ADS in the open market, instead of accepting the Offers, if the net proceeds from the sale of such Shares/ADSs would be higher than that receivable under the Offers.

Independent Shareholders should closely monitor the business development and financial performance of the Group. Independent Shareholders are strongly advised that the decision to realize or to continue to hold their investments in the Shares/ADSs is subject to individual circumstances and investment objectives. As different Independent Shareholders would have different investment criteria, objectives, or risk appetite and profiles, we recommend any Independent Shareholders who may require individualised advice in relation to any aspect of the Offers, or as to the action to be taken, to consult a licensed securities dealer, bank manager, solicitor, professional accountant, tax adviser, or other professional adviser.

Yours faithfully,
For and behalf of
Altus Capital Limited

Jeanny Leung
Responsible Officer

Chang Sean Pey
Responsible Officer

Ms. Jeanny Leung (“Ms. Leung”) is a Responsible Officer of Altus Capital licensed to carry on Type 6 (advising on corporate finance) regulated activity under the SFO and permitted to undertake work as a sponsor. She is also a Responsible Officer of Altus Investments Limited licensed to carry on Type 1 (dealing in securities) regulated activity under the SFO. Ms. Leung has over 30 years of experience in corporate finance advisory and commercial field in Greater China, in particular, she has participated in sponsorship work for initial public offerings and acted as financial adviser or independent financial adviser in various corporate finance advisory transactions.

Mr. Chang Sean Pey (“Mr. Chang”) is a Responsible Officer of Altus Capital Limited licensed to carry on Type 4 (advising on securities), Type 6 (advising on corporate finance) and Type 9 (asset management) regulated activities under the SFO and permitted to undertake work as a sponsor. He is also a Responsible Officer of Altus Investments Limited licensed to carry on Type 1 (dealing in securities) regulated activity under the SFO. Mr. Chang has over 25 years of experience in banking, corporate finance advisory and investment management. In particular, he has participated in sponsorship work for initial public offerings and acted as financial adviser or independent financial adviser in various corporate finance advisory transactions.

APPENDIX I PRINCIPAL TERMS OF THE OFFERS IN RESPECT OF CLASS A ORDINARY SHARES

This Appendix I relates to Class A Ordinary Shares and the Offers (including both Non-U.S. Offer and U.S. Offer) in respect of the Class A Ordinary Shares. Certain information in respect of the Offers applies to both Class A Ordinary Shares and ADSs. ADS holders are directed to both this Appendix I and Appendix V for details of the U.S. Offer with respect to ADSs.

The Offers are made to buy back, subject to fulfilment of the Condition, up to the Maximum Number, being 46,921,448 Class A Ordinary Shares (including in the form of ADSs), representing approximately 15.9% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date at a cash consideration of HK\$9.11 per Class A Ordinary Share (equivalent of US\$3.50 per ADS). The Class A Ordinary Shares (including in the form of ADSs) to be bought back by the Company under the Offers will not, in aggregate, exceed the Maximum Number.

As elaborated in the Letter from the Board, the Offers qualify for the “Tier II” cross-border tender offer exemption in accordance with Rule 13e-4(i) under the Exchange Act and, as a result, are exempt from certain provisions of Regulation 14E under the Exchange Act or otherwise applicable U.S. statutes and rules relating to tender offers. Accordingly, the Offers have been structured as two separate offers, namely the Non-U.S. Offer and the U.S. Offer. The Non-U.S. Offer is made by Deutsche Bank on behalf of the Company and Non-U.S. Qualifying Shareholders may only tender in the Non-U.S. Offer. The U.S. Offer is made solely and directly by the Company and U.S. Qualifying Shareholders and ADS holders (wherever such ADS holders are located) may only tender in the U.S. Offer. The Non-U.S. Offer and the U.S. Offer are being made on the same terms, and such terms in respect of Class A Ordinary Shares are set forth in this Appendix except that the Non-U.S. Offer and the U.S. Offer are respectively governed by Hong Kong laws and U.S. laws.

For the purpose of the U.S. Offer, Shareholder(s) that are resident(s) of, or located in, the United States with their name(s) appear(s) on the Register on the Record Date and other Shareholder(s) whose names do not appear on the Register on the Record Date (including Shareholders whose Class A Ordinary Shares are held through CCASS or otherwise in the name of a nominee) and who have notified the Company that they are resident(s) of, or located in, the United States on the Record Date can qualify as U.S. Qualifying Shareholders.

TERMS AND CONDITIONS OF THE OFFERS

1. The Offers

The Company will buy back Class A Ordinary Shares (including in the form of ADSs) up to the Maximum Number at the Offer Price in the Offers.

**APPENDIX I PRINCIPAL TERMS OF THE OFFERS IN RESPECT
OF CLASS A ORDINARY SHARES**

2. Condition

The Offers are conditional upon the approval by more than 50% of the votes cast by the Independent Shareholders in attendance either in person or by proxy by way of a poll having been obtained at the EGM in respect of the Offers on or before the Long Stop Date.

The Condition cannot be waived. Accordingly, if the Condition is not satisfied on or before the Long Stop Date, the Offers will not proceed.

The Offers are not conditional upon a minimum number of Class A Ordinary Shares (including in the form of ADSs) being tendered for buy-backs.

3. Maximum Number of Shares

The Maximum Number that will be bought back by the Company pursuant to the Offers in aggregate is 46,921,448 Class A Ordinary Shares (including in the form of ADSs), representing approximately 15.9% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date.

4. Qualifying Shareholders and ADS Holders

The Offers are available to all Qualifying Shareholders as of the Record Date and all ADS holders as of the Record Date.

Non-U.S. Qualifying Shareholders may only tender in the Non-U.S. Offer. U.S. Qualifying Shareholders and ADS holders (wherever such ADS holders are located) may only tender in the U.S. Offer.

Shareholders whose names do not appear on the Register on the Record Date (including Shareholders whose Class A Ordinary Shares are held through CCASS or otherwise in the name of a nominee) and who have not notified the Company that they are residents of, or located in, the United States on the Record Date cannot qualify as U.S. Qualifying Shareholders and may only tender in the Non-U.S. Offer. If such Shareholders who are residents of, or located in, the United States nevertheless wish to tender in the U.S. Offer, such Shareholders must contact their broker, dealer, commercial bank, trust company, or other nominee to withdraw their Class A Ordinary Shares from CCASS, if applicable, and to have their own names appear on the Register on the Record Date to qualify as U.S. Qualifying Shareholders. It is the responsibility of each Shareholder who is a resident of, or located in, the United States and who wishes to tender in the U.S. Offer to qualify as a U.S. Qualifying Shareholder. Shareholders should consult their professional advisers if in doubt.

**APPENDIX I PRINCIPAL TERMS OF THE OFFERS IN RESPECT
OF CLASS A ORDINARY SHARES**

5. Acceptance

- (a) Upon the terms and subject to the conditions of the Offers, including the satisfaction of the Condition, and provided that the Offers have not been terminated by the Expiration Date, the Company will, promptly after the Latest Acceptance Time, accept for payment all Class A Ordinary Shares and ADSs validly tendered and not properly withdrawn before the Latest Acceptance Time pursuant to the Offers. The Company will pay for such Class A Ordinary Shares (through the Registrar) and ADSs (through the Paying Agent) promptly (and in any event within 7 Business Days) after the Expiration Date.
- (b) Qualifying Shareholders may accept the Offers in respect of some or all of their shareholding at the Offer Price (subject to the procedures for scaling down described under the section headed “*Buy-back of Shares and ADSs under the Offers*” as set out below) by submitting to the Registrar a duly completed Form of Acceptance, accompanied by the relevant Title Documents, by no later than the Latest Acceptance Time. Each Class A Ordinary Share may only be accepted for buy-back by the Company once, except that Class A Ordinary Shares withdrawn from the Offers may be re-tendered at any time before the Latest Acceptance Time by again following the procedures for acceptance and settlement set out below.
- (c) Class A Ordinary Shares will be bought back for cash, free of commission, levies, and dealings charges, save that the amount of seller’s *ad valorem* stamp duty due on the Class A Ordinary Shares bought back attributable to the Accepting Shareholders, calculated at a rate of 0.1% of the market value of the Class A Ordinary Shares to be bought back under the Offers, or the consideration payable by the Company in respect of relevant acceptances of the Offers, whichever is higher, will be deducted from the amount payable to the Accepting Shareholders (where the stamp duty calculated includes a fraction of HK\$1.00, the stamp duty will be rounded-up to the nearest HK\$1.00) and will be paid by the Company on behalf of the Accepting Shareholders.
- (d) The Company may hold certain Class A Ordinary Shares bought back (including those converted from the ADSs bought back and cancelled) in treasury and if so, such Class A Ordinary Shares (including those converted from the ADSs bought back and cancelled) will be treated as redeemed and will not be entitled to any dividend declared for any record date set subsequent to the date of their redemption, and, accordingly, the issued and outstanding share capital of the Company will be diminished by the nominal value of the Class A Ordinary Shares bought back (including those converted from the ADSs bought back and cancelled). In that case, the voting rights attached to those Class A Ordinary Shares bought back (including those converted from the ADSs bought back and cancelled) and held in treasury will be suspended. For those Class A Ordinary Shares bought back that will not be held in treasury, they will be cancelled and will not be entitled to any dividend declared for any record date set subsequent to the date of their cancellation.

**APPENDIX I PRINCIPAL TERMS OF THE OFFERS IN RESPECT
OF CLASS A ORDINARY SHARES**

6. Buy-back of Shares and ADSs Under the Offers

- (a) Qualifying Shareholders and ADS holders may accept the Offers in respect of some or all of their respective shareholdings and ADS holdings. If valid acceptances are received for the Maximum Number or fewer Class A Ordinary Shares (including in the form of ADSs), all Class A Ordinary Shares (including in the form of ADSs) validly accepted will be bought back. If valid acceptances received exceed the Maximum Number, the total number of Class A Ordinary Shares (including in the form of ADSs) to be bought back by the Company from each Accepting Shareholder and each Accepting ADS holder will be determined in accordance with the following formula, save that the Company may in its absolute discretion round such figure up or down with the intention of avoiding (as far as practicable) Class A Ordinary Shares (including in the form of ADSs) being held by Accepting Shareholders and Accepting ADS holders in fractional entitlements:

$$\frac{A}{B} \times C$$

A = 46,921,448 Class A Ordinary Shares (including in the form of ADSs), being the Maximum Number

B = Total number of Class A Ordinary Shares (including in the form of ADSs) tendered by all Accepting Shareholders and Accepting ADS holders in the Offers

C = Total number of Class A Ordinary Share (including in the form of ADSs) tendered by the relevant individual Accepting Shareholder or Accepting ADS holder in the Offers

- (b) As a result, it is possible that not all of such Class A Ordinary Shares (including in the form of ADSs) tendered by an Accepting Shareholder or Accepting ADS holder will ultimately be bought back.
- (c) The total number of Class A Ordinary Shares (including in the form of ADSs) that will be bought back by the Company under the Offers will not exceed the Maximum Number. The decision of the Company as to any scaling down of acceptances in accordance with the above formula and as to the treatment of fractions will be conclusive and binding on all Accepting Shareholders and Accepting ADS holders.

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7. Odd Lots

- (a) The Class A Ordinary Shares are currently traded in board lot of 100 Class A Ordinary Shares each on the Hong Kong Stock Exchange. There is no intention to change the board lot size as a result of the Offers. Accepting Shareholders should note that acceptance of the Offers may result in their holding of odd lots of Class A Ordinary Shares.
- (b) For this purpose, Computershare Hong Kong Investor Services Limited, whose address is at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong (telephone number: +852 2862-8555, prior appointment required) has been appointed by the Company as the designated agent to, on a best effort basis, match sales and purchases of odd lot holdings of Class A Ordinary Shares in the market for a period of three weeks from the completion of the Offers to enable Accepting Shareholders to dispose of their odd lots or to top up their odd lots to whole board lots. Accepting Shareholders who would like to match odd lots are recommended to make an appointment in advance by dialing the telephone number of Computershare Hong Kong Investor Services Limited set out above. Such Accepting Shareholders should note that the matching of odd lots is not guaranteed. Further details of the related arrangements will be announced after the Offers have become unconditional, as and if appropriate.

8. Acceptance Period

- (a) The Offers are open for acceptance from the date of this Offer Document and will remain open until the expiration of at least 20 U.S. Business Days from its commencement or as otherwise provided by applicable law. If the Condition is satisfied, the Offers will be open for acceptance for a further 14 days from the date of satisfaction of the Condition. For all Qualifying Shareholders, in order to be valid, a Form of Acceptance must be duly completed, together with the relevant Title Documents in respect of such number of Class A Ordinary Shares that represent not less than the number of Class A Ordinary Shares in respect of which the relevant Qualifying Shareholder intends to tender for acceptance under the Offers, delivered to and received by the Registrar at or before the Latest Acceptance Time, which is currently expected to be 4:00 p.m., Hong Kong time, on Wednesday, October 30, 2024, or such later date as the Company may, with the prior consent of the Executive, decide and announce.
- (b) The date when the Condition is expected to be satisfied is Wednesday, October 16, 2024, being the date of the EGM (or any adjournment or postponement thereof, as the case may be). Such date may be deferred by the Company, subject to the prior consent of the Executive.

APPENDIX I PRINCIPAL TERMS OF THE OFFERS IN RESPECT OF CLASS A ORDINARY SHARES

9. Withdrawal Rights

Under the Non-U.S. Offer, the Non-U.S. Qualifying Shareholders have the right to withdraw their tendered Class A Ordinary Shares until 4:00 p.m., Hong Kong time, on Wednesday, October 30, 2024. Under the U.S. Offer, U.S. Qualifying Shareholders have the right to withdraw their tendered Class A Ordinary Shares until 4:00 a.m., New York City time, on Wednesday, October 30, 2024. Additionally, if we have not accepted your Class A Ordinary Shares for payment by Tuesday, November 5, 2024 (which is the 40th U.S. Business Day) after the date of the commencement of the Offers), you may withdraw them at any time after that date until we accept your Class A Ordinary Shares for payment. So long as the Company promptly settles the payment for the tendered Class A Ordinary Shares (and in any event within 7 Business Days after the Expiration Date), and the Company intends to do so, the foregoing situation of withdrawal rights after 40 U.S. Business Days after the date of the commencement of the Offers will not arise. If you hold your Class A Ordinary Shares through a broker, dealer, commercial bank, trust company, or other nominee, you should be aware that your broker, dealer, commercial bank, trust company, or other nominee is likely to establish a cut-off time and date for receipt of instructions to withdraw previously tendered Class A Ordinary Shares that is earlier than the Latest Acceptance Time. You should consult your broker, dealer, commercial bank, trust company, or other nominee to determine the specific cut-off times and dates that apply to you.

Qualifying Shareholders that wish to withdraw all of their tendered Class A Ordinary Shares must contact the Registrar to process the withdrawal. A Form of Withdrawal must be duly completed and submitted to the Registrar before the Latest Acceptance Time in order for the Class A Ordinary Shares to be validly withdrawn from the Offers. To withdraw their tendered Class A Ordinary Shares, Qualifying Shareholders should contact the Registrar at its hotline at +852 2862-8555 during the period from 9:00 a.m. on Monday, September 9, 2024 to the closing day of the Offers, (both days inclusive) between 9:00 a.m. and 6:00 p.m. (Hong Kong time) from Mondays to Fridays (other than public holidays in Hong Kong). U.S. Qualifying Shareholders should not send any Form of Withdrawal to the Tender Agent.

All questions as to the form and validity (including time of receipt) of any Form of Withdrawal will be determined by the Company, in its sole discretion, whose determination will be final and binding. None of the Company, Deutsche Bank, the Tender Agent, or the Registrar will be under duty to give notification of any defects or irregularities in any Form of Withdrawal nor incur any liability for failure to give any such notification.

Withdrawals of tendered Class A Ordinary Shares may not be rescinded. Any Class A Ordinary Shares properly withdrawn will thereafter be deemed not to have been validly tendered for purposes of the Offers. However, withdrawn Class A Ordinary Shares may be re-tendered at any time before the Latest Acceptance Time by again following the procedures for acceptance and settlement set out below.

If we extend the Offers, are delayed in our buy-back of Class A Ordinary Shares and ADSs subject to Rule 13e-4(f)(5) under the Exchange Act, or are unable to buy back Class A Ordinary Shares and ADSs pursuant to the Offers for any reason, then, without prejudice to our rights under the Offers, the Registrar may, subject to applicable law, retain tendered Class A Ordinary Shares on our behalf, and the Class A Ordinary Shares may not be withdrawn except to the extent tendering security holders are entitled to withdrawal rights as described herein.

**APPENDIX I PRINCIPAL TERMS OF THE OFFERS IN RESPECT
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10. General

- (a) Class A Ordinary Shares (including in the form of ADSs) will be bought back free from all liens, charges, encumbrances, equitable interests, rights of pre-emption, or other third-party rights of any nature, and accordingly, the submission of a Form of Acceptance (or an ADS Letter of Transmittal) by an Accepting Shareholder (or an Accepting ADS holder) will be deemed to constitute a warranty by that Accepting Shareholder (or that Accepting ADS holder) to Deutsche Bank and the Company (as the case may be) that the Class A Ordinary Shares (or the ADSs) are being sold free from all liens, charges, encumbrances, equitable interests, rights of pre-emption, or other third-party rights of any nature and together with all rights accruing or attaching thereto, including, without limitation, the right to receive dividends and other distributions declared, made or paid, if any, on or after the date of their redemption.
- (b) The Qualifying Shareholders may accept the Offers by completing and returning the Form of Acceptance in accordance with the same instructions as set forth in this Offer Document (to the extent relating to the Non-U.S. Offer) or the U.S. Offer to Purchase (to the extent relating to the U.S. Offer) and printed on the Form of Acceptance (which constitute part of the terms and conditions of the Offers). A Form of Acceptance may be rejected as invalid if the procedures contained in this Offer Document (to the extent relating to the Non-U.S. Offer) or the U.S. Offer to Purchase (to the extent relating to the U.S. Offer) and in the Form of Acceptance are not complied with.
- (c) The Non-U.S. Offer, all acceptances of it, and all actions taken or made or deemed to be taken or made pursuant to these terms will be governed by and construed in accordance with Hong Kong laws. Delivery of a Form of Acceptance with respect to the non-U.S. Offer will constitute submission to the non-exclusive jurisdiction of the Hong Kong courts. The U.S. Offer, all acceptances of it, and all actions taken or made or deemed to be taken or made pursuant to these terms will be governed by and construed in accordance with U.S. laws. Delivery of a Form of Acceptance with respect to the U.S. Offer or an ADS Letter of Transmittal will constitute submission to the non-exclusive jurisdiction of the New York City courts.
- (d) Failure of any person to receive an Offer Document or a Form of Acceptance will not invalidate any aspect of the Offers. Extra prints of these documents will be available to any Qualifying Shareholder at the office of the Registrar during office hours from the date of dispatch of this Offer Document to the Latest Acceptance Time (both days inclusive), between 9:00 a.m. to 4:30 p.m. (Hong Kong time) from Mondays to Fridays (other than public holidays in Hong Kong), and on the Hong Kong Stock Exchange's website at <https://www.hkexnews.hk> and on the Company's website at <https://ir.zhihu.com>.

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- (e) The Company reserves the right, subject to any applicable law or regulatory requirements, to amend the Offer Price. In the event of such amendment (which will not, for the avoidance of doubt, include an alteration of the Maximum Number), a supplemental document and new Forms of Acceptance will be dispatched to the Qualifying Shareholders. Any revised offer will be kept open for at least 14 days or 10 U.S. Business Days following the date on which the revised offer document is posted, whichever is longer. If in the course of the Offers, the Company revises the terms of the Offers, all Qualifying Shareholder, whether they have accepted the Offers or not, will be entitled to the revised terms.
- (f) The right of acceptance of the Offers is personal to each Qualifying Shareholder and is not capable of being assigned or renounced in favor of others or otherwise transferred by the Qualifying Shareholders.
- (g) All questions as to the number of Class A Ordinary Shares (including in the form of ADSs) bought back, the price to be paid therefor, or any alteration of such price in accordance with the terms contained herein, and the validity, form, eligibility (including the time of receipt) and acceptance for payment of any acceptance will be determined by the Company in its sole discretion, which determination will be final and binding on all of the parties (except as otherwise required under the applicable law or by the Codes). The Company reserves the absolute right to reject any or all acceptances it determines not to be in proper form or the acceptance or payment therefor which may, in the opinion of the Company, be unlawful. The Company also reserves the absolute right (provided that this is exercised consistently with the requirements of the Codes and laws, regulations, and rules of the United States or otherwise with the Executive's consent) to waive any of the terms of the Offers, except the Condition, either generally or in a particular case and any defect or irregularity in the acceptance of any particular Class A Ordinary Share or ADS or any particular holder thereof. An acceptance may be rejected as invalid unless all defects or irregularities have been cured or waived. In the event of a waiver, the consideration under the Offers will not be dispatched until after the Form of Acceptance or ADS Letter of Transmittal is completed in all respects and the Title Documents satisfactory to the Company have been received. None of the Company, Deutsche Bank, the Registrar or any of their respective directors or any other person involved in the Offers is or will be obliged to give notice of any defects or irregularities in acceptances, and none of them will incur any liability for failure to give any such notice.
- (h) All communications, notices, Form(s) of Acceptance, ADS Letter(s) of Transmittal, Title Documents and remittances to be delivered or sent by, to or from any Qualifying Shareholder or ADS holder will be delivered or sent by, to and from them, or their designated agents, at their own risks and none of the Company,

**APPENDIX I PRINCIPAL TERMS OF THE OFFERS IN RESPECT
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Deutsche Bank, the Registrar or any of their respective directors or any other person involved in the Offers accepts any liability for any loss or any other liabilities whatsoever which may arise as a result.

- (i) Should any Qualifying Shareholder require any assistance in completing the Form of Acceptance or have any enquiries regarding the procedures for tendering and settlement or any other similar aspect of the Offers, the Qualifying Shareholder may contact the Registrar at its hotline at +852 2862-8555 during the period from 9:00 a.m. on Monday, September 9, 2024 to the closing day of the Offers, (both days inclusive) between 9:00 a.m. and 6:00 p.m. (Hong Kong time) from Mondays to Fridays (other than public holidays in Hong Kong). For the avoidance of doubt, the designated hotline cannot and will not (i) provide any information not available in the public domain nor any advice on the merits or risks of the Offers or (ii) give any financial or legal advice.

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PROCEDURES FOR ACCEPTANCE AND SETTLEMENT

1. General Procedures for Acceptance

- (a) In order to accept the Offers, Qualifying Shareholders should complete and return the accompanying Form of Acceptance in accordance with the same instructions set forth in this Offer Document (to the extent relating to the Non-U.S. Offer) or the U.S. Offer to Purchase (to the extent relating to the U.S. Offer) and the instructions printed on the Form of Acceptance. The instructions in this Offer Document (to the extent relating to the Non-U.S. Offer) or the U.S. Offer to Purchase (to the extent relating to the U.S. Offer) should be read together with the instructions on the Form of Acceptance (which instructions form part of the terms and conditions of the Offers).
- (b) In order to be valid, the completed Form of Acceptance should be forwarded, together with the Title Documents for not less than the number of Class A Ordinary Shares in respect of which the relevant Qualifying Shareholder wishes to accept the Offers, by post or by hand to the Registrar, Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong, in an envelope marked "**Zhihu Inc. – Buy-back Offer**" as soon as possible after receipt of the Form of Acceptance but in any event so as to reach the Registrar by no later than 4:00 p.m., Hong Kong time, on Wednesday, October 30, 2024, or such later time and/or date as the Company may, subject to the Codes, decide and announce.
- (c) Unless the Offers are extended or revised in accordance with the Codes or U.S. laws, as applicable, no Form of Acceptance received after the Latest Acceptance Time will be accepted.
- (d) If the Form of Acceptance is executed by a person other than the registered holder, appropriate evidence of authority (such as a grant of probate or certified copy of a power of attorney) must be delivered to the Registrar with the completed Form of Acceptance.
- (e) No acknowledgement of receipt of any Form of Acceptance or Title Documents will be given.
- (f) The Company reserves the right, at its sole discretion, to investigate, in relation to any acceptance, whether the representations and warranties set out in this Appendix I could have been properly given by the relevant Qualifying Shareholder and, if such investigation is made and as a result the Company determines (for any reason) that any such representation and/or warranty could not have been properly given, such acceptance may be rejected as invalid.
- (g) Only one Form of Acceptance may be accepted from each Qualifying Shareholder by the Registrar.

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HOLDERS OF CLASS A ORDINARY SHARES SHOULD NOT SEND ANY ACCEPTANCE FOR CLASS A ORDINARY SHARES OR ANY RELATED DOCUMENTS TO THE COMPANY, THE DEPOSITARY, THE INFORMATION AGENT, THE TENDER AGENT, OR THE PAYING AGENT. DELIVERY OF THE ACCEPTANCE FOR CLASS A ORDINARY SHARES OR ANY OTHER REQUIRED DOCUMENTS TO THE COMPANY, THE DEPOSITARY, THE INFORMATION AGENT, THE TENDER AGENT, OR THE PAYING AGENT DOES NOT CONSTITUTE A VALID TENDER.

2. Nominee Holdings

- (a) If the Title Documents in respect of a Qualifying Shareholder's Class A Ordinary Shares are in the name of a nominee company (including those Class A Ordinary Shares held in CCASS) or some name other than such Qualifying Shareholder's own, and such Qualifying Shareholder wishes to accept the Offers (either in full or in respect of part of such Qualifying Shareholder's holding of Class A Ordinary Shares), such Qualifying Shareholder must either:
 - (i) lodge the Title Documents with the nominee company, or other nominee, with instructions authorizing it to accept the Offers on behalf of that Qualifying Shareholder and requesting it to deliver the Form of Acceptance duly completed together with the Title Documents to the Registrar, on or before such deadline (which may be earlier than the Latest Acceptance Time) as may be stipulated by the nominee; or
 - (ii) arrange for the Class A Ordinary Shares to be registered in that Qualifying Shareholder's name by the Company through the Registrar, and deliver the Form of Acceptance duly completed together with the Title Documents to the Registrar; or
 - (iii) where that Qualifying Shareholder's Class A Ordinary Shares have been maintained with a licensed securities dealer or custodian bank through CCASS, instruct the licensed securities dealer or custodian bank to authorize HKSCC to accept the Offers on behalf of that Qualifying Shareholder on or before the deadline set by HKSCC and, in order to meet the deadline set by HKSCC, that Qualifying Shareholder should check with the licensed securities dealer or custodian bank for the timing on processing of the instruction, and submit such instruction to the licensed securities dealer or custodian bank as required by them (which may be earlier than the Latest Acceptance Time); or
 - (iv) if that Qualifying Shareholder's Class A Ordinary Shares have been lodged with that Qualifying Shareholder's Investor Participant Account with CCASS, authorize that Qualifying Shareholder's instruction via the CCASS Phone System or CCASS Internet System on or before the deadline set by HKSCC (which may be earlier than the Latest Acceptance Time).

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- (b) Qualifying Shareholders with such a nominee holding of Class A Ordinary Shares should ensure that they undertake the above applicable course of action promptly so as to allow their nominee(s) sufficient time to complete the acceptance procedure on their behalf by the Latest Acceptance Time.

3. Recent Transfers

If a Qualifying Shareholder has lodged transfer(s) of Class A Ordinary Shares for registration in that Qualifying Shareholder's name and has not yet received the Share certificate(s) and wishes to accept the Offers, that Qualifying Shareholder should nevertheless complete the Form of Acceptance and deliver it to the Registrar together with the transfer receipt(s) duly signed at or before the Latest Acceptance Time. Such action will be deemed to be an irrevocable authority to the Company and/or Deutsche Bank (to the extent relating to the Non-U.S. Offer) and/or their respective agent(s) to collect from the Company or the Registrar on that Qualifying Shareholder's behalf the relevant Share certificate(s) when issued and to deliver such Share certificate(s), subject to the terms of the Offers, as if it was/they were delivered to the Registrar with the Form of Acceptance.

4. Lost or Unavailable Share Certificates

- (a) If the Title Documents are not readily available and/or are lost and a Qualifying Shareholder wishes to accept the Offers, the Form of Acceptance should nevertheless be completed and delivered to the Registrar so as to reach the Registrar no later than the Latest Acceptance Time and the Title Documents should be forwarded to the Registrar as soon as possible thereafter and in any event before the Latest Acceptance Time.
- (b) Acceptances of the Offers may, at the discretion of the Company, be treated as valid even if not accompanied by the Title Documents but, in such cases, the cash consideration due will not be dispatched until the relevant Title Documents have been received by the Registrar or in the case of loss of Title Documents, such Title Documents have been cancelled and the Register has been updated.
- (c) If a Qualifying Shareholder has lost Title Documents, that Qualifying Shareholder should write to the Registrar and request a form of letter of indemnity in respect of the lost Title Documents (as the case may be) which, when completed in accordance with the instructions given, should be returned, together with the Form of Acceptance and any Title Documents that are available, to the Registrar either by post or by hand, so as to arrive no later than the Latest Acceptance Time. In such cases, the Qualifying Shareholder will be informed of the fees payable to the Registrar for which the Qualifying Shareholder will be responsible.

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5. Additional Form of Acceptance

If a Qualifying Shareholder has lost the accompanying Form of Acceptance or such original has become unusable, and requires a replacement of such form, that Qualifying Shareholder should write to the Registrar or visit the Registrar at its office and request an additional Form of Acceptance for completion by such Qualifying Shareholder. Alternatively, that Qualifying Shareholder could download the Form of Acceptance from the website of the Hong Kong Stock Exchange at <https://www.hkexnews.hk> or the Company's website at <https://ir.zhihu.com>.

6. Settlement

- (a) Subject to the Offers becoming unconditional and provided that a duly completed Form of Acceptance, accompanied by the relevant Title Documents are received by the Registrar by no later than the Latest Acceptance Time and are or are deemed to be in order, the Registrar will inform an Accepting Shareholders by ordinary post of the buy-back of that Accepting Shareholder's Class A Ordinary Shares. At the same time, the Registrar will send, by ordinary post at that Accepting Shareholder's risk, a remittance for such total amount in Hong Kong dollars as is due to that Accepting Shareholder under the Offers (subject to deduction of seller's *ad valorem* stamp duty due on the buy-back of the Class A Ordinary Shares from the amount payable in cash), as soon as possible, but in any event no later than 7 Business Days after the close of the Offers.
- (b) If the Class A Ordinary Shares of an Accepting Shareholder have not been bought back by the Company in full, the Title Documents in respect of the balance of such Class A Ordinary Shares or a replaced certificate therefor will be returned or sent to that Accepting Shareholder by ordinary post to that Accepting Shareholder's registered address at that Accepting Shareholder's own risk, as soon as possible, but in any event no later than 7 Business Days after the close of the Offers.
- (c) If the Offers do not become unconditional, the Title Documents will be returned and/or sent to the registered address of each Accepting Shareholder by ordinary post, at that Accepting Shareholder's own risk no later than 7 Business Days after the lapse of the Offers. Where any Accepting Shareholder has sent one or more transfer receipts and in the meantime one or more Share certificates have been collected on that Shareholder's behalf in respect thereof, that Accepting Shareholder will be sent by ordinary post at that Accepting Shareholder's own risk such Share certificates in lieu of the transfer receipts.

7. New Qualifying Shareholders

Any new Qualifying Shareholder may collect a copy of this Offer Document, together with the form of proxy and Form of Acceptance from the Registrar, Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong during business hours (9:00 a.m. to 4:30 p.m.) from Monday, September 9, 2024 to the Expiration Date of the Offers, or Wednesday, October 30, 2024 (both days inclusive). Such Shareholder may also contact the Registrar (through the enquiry general telephone line: +852 2862-8555 during office hours (between 9:00 a.m. and 6:00 p.m. (Hong Kong time) from Mondays to Fridays (other than public holidays in Hong Kong)) and request a copy of this Offer Document, the accompanying form of proxy and Form of Acceptance (as appropriate) to be sent to such Shareholder's registered address as recorded in the Register.

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OVERSEAS SHAREHOLDERS

Overseas Shareholders should inform themselves about and observe any applicable or legal regulatory requirements. If an Overseas Shareholder is in any doubt about any position, that Overseas Shareholder should consult a professional advisor in the relevant jurisdiction.

The making of the Offers to the Overseas Shareholders may be subject to the laws of the relevant jurisdictions. The laws of the relevant jurisdictions may prohibit the making of the Offers to the Overseas Shareholders or require compliance with certain filing, registration, or other requirements in respect of the Offers. Shareholders who are not resident in Hong Kong, or who are custodians, nominees, or trustees for nationals, citizens, or residents of countries or regions outside Hong Kong, should inform themselves about and observe any applicable legal requirements. It is the responsibility of any Overseas Shareholders wishing to take up the Offers to satisfy themselves as to the full observance of the laws of the relevant jurisdiction in connection therewith, including the obtaining of any government or other consents that may be required, the compliance with other necessary formalities, and the payment of any transfer or other taxes or other requisite payments due in such jurisdiction.

Any person (including, without limitation, custodians, nominees, and trustees) who may have a contractual or legal obligation or may otherwise intend to forward this Offer Document or the U.S. Offer to Purchase (as applicable) to any jurisdiction outside Hong Kong or the United States (as applicable) should seek appropriate advice before taking any action. The distribution of this Offer Document or the U.S. Offer to Purchase (as applicable) and any accompanying documents into jurisdictions other than Hong Kong or the United States (as applicable) may be restricted by law. Any person not in Hong Kong or in the United States (as applicable) into whose possession this Offer Document or the U.S. Offer to Purchase (as applicable) and any accompanying documents come should inform themselves about and observe any such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction.

Any Overseas Shareholder will be responsible for any such transfer or other taxes or other requisite payments by whomsoever payable and the Company, Tender Agent, and Deutsche Bank and any person acting on their behalf shall be fully indemnified and held harmless by such Shareholder on an after-tax basis for any such transfer or other taxes or other requisite payments such person may be required to pay. No steps have been taken to qualify the Offers or to authorize the extension of the Offers in any territory outside Hong Kong other than in the United States.

The provisions of this section “Overseas Shareholders” of this Appendix I to the Offer Document and/or any other terms of the Offers relating to Overseas Shareholders may be waived, varied, or modified as regards specific Shareholders or on a general basis by the Company or Deutsche Bank (to the extent relating to the Non-U.S. Offer and with the prior consent of the Company) in its discretion, but only if the Company or Deutsche Bank (as the case may be) is satisfied that such waiver, variation, or modification will not constitute or give

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rise to a breach of applicable securities or other law. Subject to this, the provisions of this section “Overseas Shareholders” of this Appendix I to the Offer Document supersede any terms of the Offers inconsistent therewith.

References to a Shareholder shall include references to the persons executing a Form of Acceptance and in the event of more than one person executing Forms of Acceptance, the provisions of this section “Overseas Shareholders” of this Appendix I to the Offer Document shall apply to them jointly and severally.

1. Overseas Shareholders who are Non-U.S. Qualifying Shareholders

The making of the Non-U.S. Offer to Overseas Shareholders who are Non-U.S. Qualifying Shareholders may be subject to the laws of the relevant jurisdictions. The laws of the relevant jurisdictions may prohibit the making of the Non-U.S. Offer to Overseas Shareholders who are Non-U.S. Qualifying Shareholders or require compliance with certain filing, registration, or other requirements in respect of the Non-U.S. Offer.

It is the responsibility of each Overseas Shareholder who is a Non-U.S. Qualifying Shareholder and who wishes to accept the Non-U.S. Offer to satisfy itself or himself or herself as to the full observance of the laws of the relevant jurisdictions in that connection, including the obtaining of any government or other consents that may be required or compliance with other necessary formalities or legal requirements. Any acceptance of the Non-U.S. Offer by any Non-U.S. Qualifying Shareholder shall be deemed to constitute a representation and warranty from such Shareholder to the Company that all applicable local laws and requirements have been observed and complied with. Non-U.S. Qualifying Shareholders should consult their professional advisers if in doubt.

According to the Register, as of the Latest Practicable Date, the Company had Overseas Shareholder who are Non-U.S. Qualifying Shareholders with registered address located in the British Virgin Islands, the Cayman Islands, China, and Seychelles. As of the Latest Practicable Date, the Company had made enquiries and understood that under the applicable legislations and regulations of these jurisdictions, there was no regulatory restriction of any regulatory body or stock exchange with respect to extending the Non-U.S. Offer to the Overseas Shareholder in the relevant jurisdictions on the terms of the Non-U.S. Offer. Accordingly, the Non-U.S. Offer will be extended to the Overseas Shareholder who are Non-U.S. Qualifying Shareholders with registered address in these jurisdictions.

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2. Overseas Shareholders who are U.S. Qualifying Shareholders

Pursuant to Rule 13e-4(c)(2) under the Exchange Act, the Company has filed with the SEC an issuer tender offer statement on Schedule TO. The SEC maintains a website on the internet at <https://www.sec.gov> that contains reports and other information that the Company files with or furnishes to the SEC, including the Schedule TO and the exhibits and any amendments and supplements thereto. In addition, if and when filed, the Company will provide copies of such documents free of charge to its security holders.

The making of the U.S. Offer to U.S. Shareholders will be subject to the laws of the United States. It is the responsibility of each Shareholder who is a resident of, or located in, the United States and who wishes to accept the U.S. Offer to satisfy itself or himself or herself as to the full observance of the laws of the United States in that connection, including the obtaining of any government or other consents that may be required or compliance with other necessary formalities or legal requirements. Any acceptance of the U.S. Offer by any U.S. Qualifying Shareholder shall be deemed to constitute a representation and warranty from such Shareholder to the Company that all applicable local laws and requirements have been observed and complied with. U.S. Qualifying Shareholders should consult their professional advisers if in doubt.

Shareholders whose names do not appear on the Register on the Record Date (including Shareholders whose Class A Ordinary Shares are held through CCASS or otherwise in the name of a nominee) and who have not notified the Company that they are residents of, or located in, the United States on the Record Date cannot qualify as U.S. Qualifying Shareholders and may only tender in the Non-U.S. Offer. If such Shareholders who are residents of, or located in, the United States nevertheless wish to tender in the U.S. Offer, such Shareholders must contact their broker, dealer, commercial bank, trust company, or other nominee to withdraw their Class A Ordinary Shares from CCASS, if applicable, and to have their own names appear on the Register on the Record Date to qualify as U.S. Qualifying Shareholders. It is the responsibility of each Shareholder who is a resident of, or located in, the United States and who wishes to tender in the U.S. Offer to qualify as a U.S. Qualifying Shareholder. Shareholders should consult their professional advisers if in doubt.

Any acceptance of the Offers by any Shareholder shall be deemed to constitute a representation and warranty from such Shareholder to the Company and Deutsche Bank (to the extent relating to the Non-U.S. Offer) that all applicable local laws and requirements have been observed and complied with. For the avoidance of doubt, neither Hong Kong Securities Clearing Company Limited nor HKSCC Nominees will give, or be subject to, any of the above representation and warranty. Overseas Shareholders should consult their professional advisers if in doubt.

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EFFECT OF ACCEPTANCE OF THE OFFERS BY QUALIFYING SHAREHOLDERS

Each Qualifying Shareholder by whom, or on whose behalf, a Form of Acceptance is executed irrevocably undertakes, represents, warrants, and agrees to and with the Company and (to the extent relating to the Non-U.S. Offer only) Deutsche Bank (so as to bind such Qualifying Shareholder, such Qualifying Shareholder's personal representatives, heirs, successors, and assigns) to the effect:

1. Representations and Warranties

that by delivery to the Registrar a duly completed Form of Acceptance with the Title Documents, the Accepting Shareholder represents and warrants to the Company and (to the extent relating to the Non-U.S. Offer only) Deutsche Bank:

- (a) that the Accepting Shareholder has full power and authority to tender, sell, assign, and transfer all the Shares specified in such Form of Acceptance for buy-back and that the Class A Ordinary Shares are fully paid, free from all liens, charges, options, claims, equities, adverse interests, rights of pre-emption, or third party rights or encumbrances whatsoever and are sold together with all rights accruing or attaching thereto, including, without limitation, the right to receive dividends and other distributions declared, made or paid, if any, on or after the date the Shares are redeemed or canceled (as the case may be); and
- (b) that if the Accepting Shareholder is an Overseas Shareholder, the Accepting Shareholder has fully observed any of the applicable legal or regulatory requirements and that the Offers may be accepted by the Accepting Shareholder lawfully under the laws of the relevant jurisdiction.

2. Appointment and Authority

that the execution of the Form of Acceptance constitutes:

- (a) the irrevocable appointment of any director or officer of the Company or (to the extent relating to the Non-U.S. Offer only) Deutsche Bank, or such other person as any of them may direct, as such Accepting Shareholder's agent (the "Agent"); and
- (b) an irrevocable instruction to the Agent to complete and execute the Form of Acceptance and/or any other document at the Agent's discretion on behalf of such Accepting Shareholder and to do any other acts or things as may in the opinion of the Agent be necessary, expedient or desirable for the purpose of the Company buying back some or all of the Shares (as the Company may in its absolute discretion determine) in respect of such Accepting Shareholder.

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3. Undertakings

that by executing the Form of Acceptance, the Accepting Shareholder:

- (a) agrees to ratify and confirm each and every act or thing that may be done or effected by the Company or any Agent in the proper exercise of the Accepting Shareholder's powers and/or authorities under the terms of the Offers;
- (b) undertakes to deliver to the Registrar the Title Documents in respect of the Shares for which the Offers are accepted, or an indemnity or indemnities acceptable to the Company in lieu thereof, or to procure the delivery of such document(s) to the Registrar as soon as possible thereafter and, in any event, no later than the Latest Acceptance Time;
- (c) accepts that the provisions of the Form of Acceptance and the principal terms and conditions in this Appendix to this Offer Document (to the extent relating to the Non-U.S. Offer) or the U.S. Offer to Purchase (to the extent relating to the U.S. Offer), which are the same to each other except that the Non-U.S. Offer and the U.S. Offer are respectively governed by Hong Kong laws and U.S. laws, are deemed to be incorporated into the terms and conditions of the Offers;
- (d) undertakes to execute any further documents, take any further action and give any further assurances that may be required in connection with the acceptance of the Offers as the Company may consider to be necessary, expedient or desirable, including without limitation, to complete the buy-back of any Shares in respect of which the Accepting Shareholder has accepted the Offers free from all liens, charges, options, claims, equities, adverse interests, rights of pre-emption, or third-party rights or encumbrances whatsoever and such Shares are sold together with all rights accruing or attaching thereto, including, without limitation, the right to receive dividends and other distributions declared, made or paid, if any, on or after the date the Shares are redeemed or cancelled (as the case may be) and/or to perfect any of the authorities expressed to be given hereunder;
- (e) authorizes the Company or the Agent to procure the dispatch by ordinary post of the consideration to which the Accepting Shareholder is entitled at the Accepting Shareholder's own risk to the first-named holder at the registered address in Box 4 of the Form of Acceptance; and
- (f) for Accepting Non-U.S. Shareholders, submits to the jurisdiction of the courts of Hong Kong in relation to all matters arising out of or in connection with the Offers or the Form of Acceptance; for Accepting U.S. Shareholders, submits to the jurisdiction of the federal or state courts of New York County, New York in relation to all matters arising out of or in connection with the Offers or the Form of Acceptance.

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TAXATION

Qualifying Shareholders are recommended to consult their own professional advisers if they are in any doubt as to the taxation implications of their acceptances of the Offers. It is emphasized that none of the Company, its ultimate beneficial owners and parties acting in concert with any of them, Deutsche Bank, the Independent Financial Adviser, the Registrar, or any of their respective directors or any persons involved in the Offers accepts responsibility for any taxation effects on, or liabilities of, any person or persons as a result of their acceptances of the Offers.

U.S. Federal Income Tax Considerations

The following discussion is a summary of U.S. federal income tax considerations generally applicable to the tender of the ADSs or Class A Ordinary Shares pursuant to the U.S. Offer by a U.S. Holder (as defined below) that acquired the ADSs and holds the ADSs as “capital assets” (generally, property held for investment) under the U.S. Internal Revenue Code of 1986, as amended (the “**Code**”). This discussion is based upon existing U.S. federal tax law, which is subject to differing interpretations or change, possibly with retroactive effect. There can be no assurance that the IRS or a court will not take a contrary position. This discussion, moreover, does not address the U.S. federal estate, gift, minimum tax, and other non-income tax considerations, the Medicare tax on certain net investment income or any state, local, or non-U.S. tax considerations, relating to the tender of the ADSs or Class A Ordinary Shares pursuant to the U.S. Offer. The following summary does not address all aspects of U.S. federal income taxation that may be important to particular investors in light of their individual circumstances or to persons in special tax situations such as:

- banks and other financial institutions;
- insurance companies;
- pension plans;
- cooperatives;
- regulated investment companies;
- real estate investment trusts;
- broker-dealers;
- traders that elect to use a mark-to-market method of accounting;
- certain former U.S. citizens or long-term residents;
- tax-exempt entities (including private foundations);

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- holders who acquire their ADSs or Class A Ordinary Shares pursuant to any employee share option or otherwise as compensation;
- investors that will hold their ADSs or Class A Ordinary Shares as part of a straddle, hedge, conversion, constructive sale, or other integrated transaction for U.S. federal income tax purposes;
- investors that have a functional currency other than the U.S. dollar;
- persons that actually or constructively own 10% or more of our stock (by vote or value); or
- partnerships or other entities taxable as partnerships for U.S. federal income tax purposes, or persons holding ADSs or Class A Ordinary Shares through such entities;

all of whom may be subject to tax rules that differ significantly from those discussed below.

Each U.S. Holder is urged to consult its tax advisor regarding the application of U.S. federal taxation to its particular circumstances, and the state, local, non-U.S. and other tax considerations of the tender of the ADSs or Class A Ordinary Shares pursuant to the U.S. Offer.

General

For purposes of this discussion, a “U.S. Holder” is a beneficial owner of the ADSs or Class A Ordinary Shares that is, for U.S. federal income tax purposes:

- an individual who is a citizen or resident of the United States;
- a corporation (or other entity treated as a corporation for U.S. federal income tax purposes) created in, or organized under the law of the United States or any state thereof or the District of Columbia;
- an estate the income of which is includible in gross income for U.S. federal income tax purposes regardless of its source; or
- a trust (A) the administration of which is subject to the primary supervision of a U.S. court and which has one or more U.S. persons who have the authority to control all substantial decisions of the trust or (B) that has otherwise validly elected to be treated as a U.S. person under the Code.

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If a partnership (or other entity treated as a partnership for U.S. federal income tax purposes) is a beneficial owner of the ADSs or Class A Ordinary Shares, the tax treatment of a partner in the partnership will generally depend upon the status of the partner and the activities of the partnership. Partnerships holding the ADSs or Class A Ordinary Shares and their partners are urged to consult their tax advisors regarding the tender of the ADSs or Class A Ordinary Shares pursuant to the U.S. Offer.

For U.S. federal income tax purposes, it is generally expected that a U.S. Holder of ADSs will be treated as the beneficial owner of the underlying shares represented by the ADSs. The remainder of this discussion assumes that a U.S. Holder of the ADSs will be treated in this manner. Accordingly, deposits or withdrawals of Class A Ordinary Shares for ADSs will generally not be subject to U.S. federal income tax.

EACH U.S. HOLDER SHOULD CONSULT ITS TAX ADVISOR AS TO THE PARTICULAR TAX CONSEQUENCES TO IT OF THE U.S. OFFER, INCLUDING THE APPLICATION AND EFFECT OF UNITED STATES FEDERAL, STATE, LOCAL, AND NON-UNITED STATES TAX LAWS AND POSSIBLE CHANGES IN TAX LAWS.

Sale or Exchange of Class A Ordinary Shares/ADSs

The receipt of cash for Class A Ordinary Shares/ADSs pursuant to the U.S. Offer by a U.S. Holder will be a taxable transaction for United States federal income tax purposes. In general, a U.S. Holder that sells Class A Ordinary Shares/ADSs pursuant to the U.S. Offer will recognize gain or loss for United States federal income tax purposes equal to the difference (if any) between the amount of cash received and the U.S. Holder's adjusted tax basis in the Class A Ordinary Shares/ADSs sold pursuant to the U.S. Offer. If a U.S. Holder acquired different blocks of Class A Ordinary Shares/ADSs at different times or different prices, such holder must determine its tax basis and holding period separately with respect to each block.

Passive Foreign Investment Company Considerations

A non-U.S. corporation, such as our company, will be classified as a PFIC for United States federal income tax purposes for any taxable year, if either (i) 75% or more of its gross income for such year consists of certain types of "passive" income (the "income test") or (ii) 50% or more of the value of its assets (generally determined on the basis of a quarterly average) during such year is attributable to assets that produce or are held for the production of passive income (the "asset test"). For this purpose, cash and assets readily convertible into cash are categorized as passive assets and the company's goodwill and other unbooked intangibles are taken into account. Passive income generally includes, among other things, dividends, interest, rents, royalties, and gains from the disposition of passive assets. We will be treated as owning a proportionate share of the assets and earning a proportionate share of the income of any other corporation in which we own, directly or indirectly, at least 25% (by value) of the stock.

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Based upon the nature and composition of our income and assets, and the market price of the ADSs, we believe that we were a PFIC for United States federal income tax purposes for the taxable years ended December 31, 2022 and 2023, and we will likely be a PFIC for our current taxable year unless the market price of the ADSs increases and/or we invest a substantial amount of the cash and other passive assets we hold in assets that produce or are held for the production of active income.

If we are classified as a PFIC for any taxable year during which a U.S. Holder holds the ADSs or Class A Ordinary Shares, and unless the U.S. Holder makes a mark-to-market election (as described below), the U.S. Holder will generally be subject to special tax rules on (i) any excess distribution that we make to the U.S. Holder (which generally means any distribution paid during a taxable year to a U.S. Holder that is greater than 125 percent of the average annual distributions paid in the three preceding taxable years or, if shorter, the U.S. Holder's holding period for the ADSs or Class A Ordinary Shares), and (ii) any gain realized on the sale or other disposition of ADSs or Class A Ordinary Shares. Under the PFIC rules:

- the excess distribution or gain will be allocated ratably over the U.S. Holder's holding period for the ADSs or Class A Ordinary Shares;
- the amount allocated to the current taxable year and any taxable years in the U.S. Holder's holding period prior to the first taxable year in which we are classified as a PFIC (each, a "pre-PFIC year"), will be taxable as ordinary income;
- the amount allocated to each prior taxable year, other than a pre-PFIC year, will be subject to tax at the highest tax rate in effect for individuals or corporations, as appropriate, for that year; and
- an additional tax equal to the interest charge generally applicable to underpayments of tax will be imposed on the tax attributable to each prior taxable year, other than a pre-PFIC year.

As an alternative to the foregoing rules, a U.S. Holder of "marketable stock" in a PFIC may make a mark-to-market election with respect to such stock, provided that such stock is regularly traded on a qualified exchange or other market, as defined in applicable United States Treasury regulations. For those purposes, the ADSs, but not the Class A Ordinary Shares, are currently listed on the NYSE, which is a qualified exchange.

If a U.S. Holder has made a timely mark-to-market election (on or before the due date of such U.S. Holder's U.S. federal income tax return for a year in which such U.S. Holder owns the ADSs on the last day of such taxable year and we were classified as a PFIC), then, in lieu of being subject to the PFIC tax and interest charge rules discussed above, any gain such U.S. Holder recognizes upon the tender of the ADSs pursuant to the U.S. Offer will be treated as ordinary income and any loss will be treated as ordinary loss, but such loss will only be treated as ordinary loss to the extent of the net amount previously included in income as a result of the mark-to-market election.

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If a U.S. Holder owns the ADSs or Class A Ordinary Shares during any taxable year that we are a PFIC, the holder must generally file an annual IRS Form 8621. You should consult your tax advisors regarding the U.S. federal income tax consequences of tendering the ADSs or Class A Ordinary Shares pursuant to the U.S. Offer if we are a PFIC.

ANNOUNCEMENTS

1. Following the EGM (or any adjournment or postponement thereof, as the case may be) at which the Offers are to be approved by the Independent Shareholders, the Company will announce, including through the Hong Kong Stock Exchange's website, the results of the EGM and whether or not the Offers have become unconditional.
2. By 6:00 p.m. (or such later time as the Executive may permit) on the Expiration Date of the Offers, the Company shall inform the Executive and the Hong Kong Stock Exchange of its decision in relation to the closing and the results of the Offers and shall publish an announcement through the Hong Kong Stock Exchange by 7:00 p.m. on such date stating that the Offers have been closed. A draft of such announcement must be submitted to the Executive and the Hong Kong Stock Exchange by 6:00 p.m. for clearance and publication through the website of the Hong Kong Stock Exchange by 7:00 p.m. on the same day. The announcement shall, among others (except in the case of lapse of the Offers), specify the details as required under Rule 19.1 of the Takeovers Code.
3. In calculating the number of the Class A Ordinary Shares represented by a Form of Acceptance and the number of the ADSs represented by an ADS Letter of Transmittal, acceptances that are not in all respects in order or are subject to verification will be stated separately.

INTERPRETATION

1. A reference in this Offer Document to a Qualifying Shareholder includes a reference to a person(s) who, by reason of an acquisition or transfer of Shares, is entitled to execute a Form of Acceptance and in the event of more than one person executing a Form of Acceptance, the provisions of this Offer Document apply to them jointly and severally.
2. A reference in this Offer Document and the Form of Acceptance to the masculine gender includes the feminine and neuter genders, and a reference to the singular includes the plural, and vice versa.

I. FINANCIAL SUMMARY

Set out below is a summary of the consolidated financial results of the Group for each of the financial years ended December 31, 2021, 2022 and 2023 and the six months ended June 30, 2023 and 2024, as extracted from the audited consolidated financial statements included in the prospectus of the Company dated April 11, 2022 (the “**Prospectus**”) and the annual reports of the Company for the years ended December 31, 2022 and 2023 (the “**2022 Annual Report**” and “**2023 Annual Report**”) and the unaudited condensed interim consolidated results in the interim results announcement of the Company published on August 23, 2024 (the “**2024 Interim Results Announcement**”).

	For the six months ended		For the year ended December 31,		
	June 30,		2023	2022	2021
	2024	2023	2023	2022	2021
	(unaudited)	(unaudited)	(audited)	(audited)	(audited)
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
Revenues	1,894,673	2,038,429	4,198,889	3,604,919	2,959,324
Gross profit	1,100,023	1,074,297	2,295,848	1,808,052	1,553,901
Loss from operations	(408,619)	(543,964)	(1,072,225)	(1,603,751)	(1,390,709)
Loss before income tax	(252,170)	(450,879)	(827,696)	(1,564,220)	(1,293,437)
Income tax benefits/ (expenses)	5,779	(7,159)	(11,832)	(14,183)	(5,443)
Net loss	(246,391)	(458,038)	(839,528)	(1,578,403)	(1,298,880)
Net income attributable to noncontrolling interests	(1,194)	(3,158)	(4,113)	(2,754)	–
Net loss attributable to the Shareholders	(247,585)	(461,196)	(843,641)	(1,581,157)	(1,469,465)
Total comprehensive loss	(232,345)	(363,602)	(794,271)	(1,305,093)	(1,442,070)
Comprehensive income attributable to non-controlling interests	(1,194)	(3,158)	(4,113)	(2,754)	–
Total comprehensive loss attributable to the Shareholders	(233,539)	(366,760)	(798,384)	(1,307,847)	(1,612,655)
Net loss per Share, basic and diluted	(0.88)	(1.52)	(2.82)	(5.19)	(6.12)
Dividend per Share					
– interim	–	–	–	–	–
– final	–	–	–	–	–

Saved as disclosed above, there are no other items of income or expenses which are material. PricewaterhouseCoopers, the auditor of the Company for the years ended December 31, 2021, 2022 and 2023, did not issue any qualified or modified opinion (including emphasis of matter, and material uncertainty related to going concern) on the consolidated financial statements of the Group for each of the years ended December 31, 2021, 2022 and 2023. The accounting policies of the Group have been applied consistently during the three years ended December 31, 2023, except for those amendments to existing standards of ASU No. 2021-04 and ASU No. 2021-08 issued by the Financial Accounting Standards Board applied as set out in the consolidated financial statements of the Group of the respective years.

II. CONSOLIDATED FINANCIAL STATEMENTS

The Company is required to set out or refer to the consolidated statement of financial position, consolidated statement of cash flows and any other primary statement as shown in the audited consolidated financial statements of the Group for (i) the year ended December 31, 2023 (the “**2023 Financial Statements**”), (ii) the year ended December 31, 2022 (the “**2022 Financial Statements**”) and (iii) the year ended December 31, 2021 (the “**2021 Financial Statements**”), together with the material accounting policies and the notes to the relevant published accounts which are of major relevance to the appreciation of the above financial information. Additionally, the Company is required to set out or refer to certain items in respect of the unaudited condensed interim consolidated results of the Group for the six months ended June 30, 2024 as set out in the 2024 Interim Results Announcement.

The 2024 Interim Results Announcement was published on August 23, 2024. The 2024 Interim Results Announcement is posted on the websites of the Hong Kong Stock Exchange (www.hkexnews.hk) and the Company (<https://ir.zhihu.com>), and is accessible via the following hyperlink:

<https://www1.hkexnews.hk/listedco/listconews/sehk/2024/0823/2024082300053.pdf>

The 2023 Financial Statements are set out from page 136 to page 212 in the 2023 Annual Report, which was published on April 26, 2024. The 2023 Annual Report is posted on the websites of the Stock Exchange (www.hkexnews.hk) and the Company (<https://ir.zhihu.com>), and is accessible via the following hyperlink:

<https://www1.hkexnews.hk/listedco/listconews/sehk/2024/0426/2024042601262.pdf>

The 2022 Financial Statements are set out from page 114 to page 196 in the 2022 Annual Report, which was published on April 28, 2023. The 2022 Annual Report is posted on the websites of the Stock Exchange (www.hkexnews.hk) and the Company (<https://ir.zhihu.com>), and is accessible via the following hyperlink:

<https://www1.hkexnews.hk/listedco/listconews/sehk/2023/0428/2023042804161.pdf>

The 2021 Financial Statements are set out from page I-3 to page I-87 in the Prospectus, which was published on April 11, 2022. The 2021 Annual Report is posted on the websites of the Stock Exchange (www.hkexnews.hk) and the Company (<https://ir.zhihu.com>), and is accessible via the following hyperlink:

<https://www1.hkexnews.hk/listedco/listconews/sehk/2022/0411/2022041100009.pdf>

The 2024 Interim Results Announcement, the 2023 Financial Statements, 2022 Financial Statements and 2021 Financial Statements (but not any other parts of the 2023 Annual Report, 2022 Annual Report or the Prospectus in which they respectively appear) are incorporated by reference into this Offer Document and form part of this Offer Document.

III. INDEBTEDNESS

As at June 30, 2024, being the latest practicable date for the purpose of preparing this indebtedness statement prior to the publication of this Offer Document, the Group had short-term lease liabilities, short-term borrowings, and long-term lease liabilities amounting to approximately RMB24.8 million, RMB51.8 million and RMB2.1 million.

Save as disclosed above, the Group did not have any outstanding mortgages, charges, debentures, loan capital, bank overdrafts, loans, debt securities or other similar indebtedness issued and outstanding or agreed to be issued, hire purchase commitments, liabilities under acceptances or acceptance credits or any guarantees or other material contingent liabilities.

IV. MATERIAL CHANGE

The Directors confirm that save and except for the following information which has been disclosed in the 2024 Interim Results Announcement, there had been no material change in the financial or trading position or outlook of the Group since December 31, 2023, being the date to which the latest published audited consolidated financial statements of the Group were made up, up to and including the Latest Practicable Date:

- (i) the Group's loss from operations had continued to narrow despite decrease in total revenue as a result of (i) decrease in total operating expenses, in particular the selling and marketing expenses; and (ii) improved gross profit margins. For the year ended December 31, 2023, the Group's loss from operations amounted to approximately RMB1,072 million, while for the six months ended June 30, 2024, the Group's loss from operations narrowed to approximately RMB409 million, representing approximately 38.1% of the loss from operations for the year ended December 31, 2023.

V. FINANCIAL AND TRADING PROSPECTS OF THE GROUP

The Group is a leading online content community. Furthermore, the Group continued to advance technological development through internal initiatives, highlighted by the explorations on generative AI. The Group has been endeavoring to further improve the overall experience of its community, in particular improving the efficiency of the search function for users, enhancing the effectiveness of content recommendations, and empowering content creation to further enhance its content ecosystem.

During 2023, the Group continued to advance its technological development through internal initiatives, highlighted by the explorations on generative AI, as the Group firmly believe the recent development in AI technology unleashed significant opportunities to Zhihu to better serve users and beyond. In 2023, the Group launched its first large language model, Zhihaitu AI (知海圖AI), which has now been developed to hundred billion parameters and has received regulatory registration in November 2023. Furthermore, the Group's content continued to enable the Group to expand its diverse user base in a high-quality manner, driving the average MAUs in 2023 to 105.3 million.

The first half of 2024 marked a significant turning point for the Group. Strategically, the Group concentrated on its core strengths and the most crucial aspects of its development in the AI era. This involved a series of tactical adjustments, including resource reallocation and organizational optimization. Simultaneously, the Group remained committed to its long-term vision, steadfastly avoiding distractions from fleeting market trends. This approach ensures the Group's long-term competitive edge is continually reinforced and enhanced. The Group made substantial strides toward its break-even target by enhancing operating efficiency and accelerating loss reduction, with its net loss narrowing by 46.2% to RMB246.4 million in the first half of 2024 from RMB458.0 million in the first half of 2023. Meanwhile, the Group's efforts to enhance "trustworthiness" within the Zhihu community continued to drive community prosperity, resulting in significant increases in core user engagement and retention rates as well as its DAU time spent. The Group believes that its AI search product's emerging potential and the value it continues to unlock across the trustworthy Zhihu community will provide fresh momentum for its sustainable growth.

Looking ahead to 2024, with a focus on professional users and content creators, the Group will motivate its engagement in Zhihu community to enhance its community culture and high-quality content creation. The Group still faces challenges from the macroeconomic dynamics and the increasing competition in China's internet industry. By diversifying the Group's monetization model, the Group expects its revenue growth to be more resilient and sustainable. The Group will further expand discussions and search scenarios in the Zhihu community as the Group responds to the evolving needs, thereby better serving both users and clients. The empowerment of generative AI technology is expected to support the well-rounded growth of the Group's business and enhance the efficiency of the Group's various business lines. The Group is also focusing on refining its operating efficiency to expand its margins while achieving a healthy and sustainable business growth.

A. UNAUDITED PRO FORMA FINANCIAL INFORMATION OF THE GROUP

For illustrative purposes, the financial information prepared in accordance with Rule 4.29 of the Listing Rules is set out here to provide further information about how the financial information of the Group might be affected by the assumption of the completion of the Offers as if the Offers had been completed as at June 30, 2024, January 1, 2024 or any future date.

The following are illustrative and unaudited pro forma statements of adjusted consolidated net assets per Share and adjusted loss per Share (the “Unaudited Pro Forma Financial Information”) of the Group attributable to the shareholders of the Company which have been prepared on the basis of the notes set out below, for the purpose of illustrating the effect of the Offers as if it had taken place on June 30, 2024 for the unaudited pro forma adjusted consolidated net assets per Share attributable to the shareholders of the Company after completion of the Offers or January 1, 2024 for the unaudited pro forma adjusted loss per Share attributable to the shareholders of the Company after completion of the Offers. This Unaudited Pro Forma Financial Information has been prepared for illustrative purposes only and, because of its hypothetical nature, it may not give a true picture of the financial position or financial results of the Group had the Offers been taken place at June 30, 2024, January 1, 2024 or at any future date.

Unaudited pro forma statement of adjusted consolidated net assets per Share

	Unaudited consolidated net assets of the Group attributable to the shareholders of the Company as at June 30, 2024 <i>(Note 1)</i> RMB'000	Estimated expenditure to be incurred under the Offers <i>(Note 2)</i> RMB'000	Unaudited pro forma adjusted consolidated net assets attributable to the shareholders of the Company as at June 30, 2024 RMB'000
Non-current assets	271,219	–	271,219
Current assets*	5,836,985	(399,868)	5,437,117
Current liabilities <i>(Note 3)</i>	1,679,645	–	1,679,645
Net current assets <i>(Note 3)</i>	4,157,340	(399,868)	3,757,472
Non-current liabilities <i>(Note 3)</i>	28,354	–	28,354

	Unaudited consolidated net assets of the Group attributable to the shareholders of the Company as at June 30, 2024 <i>(Note 1)</i> RMB'000	Estimated expenditure to be incurred under the Offers <i>(Note 2)</i> RMB'000	Unaudited pro forma adjusted consolidated net assets attributable to the shareholders of the Company as at June 30, 2024 RMB'000
Net assets	4,400,205	(399,868)	4,000,337
Net assets attributable to shareholders of the Company	4,312,294	(399,868)	3,912,426
* Including:			
Cash and cash equivalents	3,159,325	(399,868)	2,759,457
Net assets per Share attributable to shareholders of the Company	15.54	–	16.97
	<i>(Note 4)</i>		<i>(Note 5)</i>

Unaudited pro forma statement of adjusted loss per Share

	Unaudited net loss attributable to the shareholders of the Company for the six months ended June 30, 2024 <i>(Note 1)</i> RMB'000	Basic and diluted loss per Share attributable to the shareholders of the Company for the six months ended June 30, 2024 <i>(Note 6)</i> RMB	Unaudited pro forma adjusted basic and diluted loss per Share attributable to the shareholders of the Company after completion of the Offers <i>(Note 7)</i> RMB
Share buy-back of 46,921,448 Class A Ordinary Shares at HK\$9.11 per Share	(247,585)	(0.88)	(1.06)

Notes:

1. The unaudited consolidated net assets of the Group attributable to the shareholders of the Company as at June 30, 2024 and unaudited net loss attributable to the shareholders of the Company for the six months ended June 30, 2024 are extracted from the published interim results announcement of the Group for the six months ended June 30, 2024.
2. The estimated expenditure to be incurred under the Offers is based on 46,921,448 Class A Ordinary Shares to be bought-back at the offer price of HK\$9.11 per Share and the related expenses of approximately RMB12,500,000, assuming the Maximum Number of Shares to be bought back by the Company shall be accepted in full under the Offers.
3. The estimated expenditure to be incurred under the Offers will be settled by cash and therefore the Offers will not have any effect on the liabilities of the Group, and the working capital (expressed as net current assets) as at June 30, 2024 would decrease by approximately RMB399,868,000 from approximately RMB4,157,340,000 to approximately RMB3,757,472,000.
4. The consolidated net assets per Share attributable to the shareholders of the Company as at June 30, 2024 was based on the unaudited consolidated net assets of the Group attributable to the shareholders of the Company as at June 30, 2024 of approximately RMB4,312,294,000 and on the basis that 277,466,242 Shares were outstanding as at June 30, 2024.
5. The unaudited pro forma adjusted consolidated net assets per Share attributable to the shareholders of the Company after completion of the Offers is arrived at after taking into account of the following (i) the unaudited consolidated net assets of the Group attributable to the shareholders of the Company as at June 30, 2024 of approximately RMB4,312,294,000 (Note 1) deducted by the estimated expenditure from the Offers of approximately RMB399,868,000 (Note 2) and (ii) on the basis that 277,466,242 Shares were outstanding as at June 30, 2024 and 46,921,448 shares were bought-back under the Offers, resulting in 230,544,794 Shares, assuming the Offers had been completed on June 30, 2024 and that there is full acceptance of the Offers up to the Maximum Number of Shares.
6. The basic and diluted loss per Share to the shareholders of the Company for the six months ended June 30, 2024 were approximately RMB0.88, which was based on the unaudited consolidated net loss attributable to the shareholders of the Company for the six months ended June 30, 2024 of approximately RMB247,585,000, and 280,403,026 weighted average number of ordinary shares that were outstanding during the six months ended June 30, 2024.
7. The unaudited pro forma adjusted basic and diluted loss per Share to the shareholders of the Company after completion of the Offers is arrived at after taking into account of the unaudited consolidated net loss attributable to the shareholders of the Company for the six months ended June 30, 2024 of approximately RMB247,585,000 (Note 1) and pro forma 233,481,578 weighted average number of ordinary shares, which is the weighted average number of ordinary shares of 280,403,026 for the six months ended June 30, 2024 reduced by 46,921,448 shares bought back under the Offers, assuming the Offers had been completed on January 1, 2024 and that there is full acceptance of the Offers up to the Maximum Number of Shares. The Directors confirm that the related expenses of approximately RMB12,500,000 will be capitalized in full to equity in accordance with the Company's accounting policies.
8. For the purpose of preparing this Unaudited Pro Forma Financial Information, the amounts denominated in Hong Kong dollars have been converted to Chinese Renminbi, and vice versa, at a rate of HK\$1.00 to RMB0.90622 as set out in "Definitions" to this Offer Document. No representation is made that any amounts in RMB or Hong Kong dollars can be or could have been converted at the above rate or any other rates.
9. No adjustments have been made to reflect any trading results or other transactions of the Group entered into subsequent to June 30, 2024.

B. REPORT ON UNAUDITED PRO FORMA FINANCIAL INFORMATION OF THE GROUP

The following is the text of a report on the unaudited pro forma financial information of the Group received from PricewaterhouseCoopers, Certified Public Accountants, Hong Kong, for the purpose of incorporation in this Offer Document.



羅兵咸永道

**INDEPENDENT REPORTING ACCOUNTANT'S ASSURANCE REPORT ON THE
COMPILATION OF UNAUDITED PRO FORMA FINANCIAL INFORMATION**

To the Directors of Zhihu Inc.

We have completed our assurance engagement to report on the compilation of unaudited pro forma financial information of Zhihu Inc. (the "Company") and its subsidiaries (collectively the "Group") by the directors of the Company (the "Directors") for illustrative purposes only. The unaudited pro forma financial information consists of the unaudited pro forma statement of adjusted consolidated net assets per share attributable to the shareholders of the Company as at June 30, 2024, unaudited pro forma statement of adjusted loss per share attributable to the shareholders of the Company for the six months ended June 30, 2024 and related notes (the "Unaudited Pro Forma Financial Information") as set out on pages III-1 to III-3 of the Company's offer document dated September 9, 2024 (the "Offer Document"), in connection with the proposed conditional voluntary cash offers of the Company to buy back up to 46,921,448 Class A Ordinary Shares (including in the form of American Depositary Shares ("ADS")) at a price of HK\$9.11 per Class A Ordinary Share (equivalent to US\$3.50 per ADS) (the "Offers"). The applicable criteria on the basis of which the Directors have compiled the Unaudited Pro Forma Financial Information are described on pages III-1 to III-3 of the Offer Document.

The Unaudited Pro Forma Financial Information has been compiled by the Directors to illustrate the impact of Offers on the Group's financial position as at June 30, 2024 and the Group's financial performance for the six months ended June 30, 2024 as if the Offers had taken place at June 30, 2024 and January 1, 2024 respectively. As part of this process, information about the Group's financial position and financial performance has been extracted by the Directors from the Group's interim financial information for the six months ended June 30, 2024 set out in the interim results announcement, on which no audit or review report has been published.

Directors' Responsibility for the Unaudited Pro Forma Financial Information

The Directors are responsible for compiling the Unaudited Pro Forma Financial Information in accordance with paragraph 4.29 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and with reference to Accounting Guideline 7 *Preparation of Pro Forma Financial Information for Inclusion in Investment Circulars* ("AG 7") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA").

Our Independence and Quality Management

We have complied with the independence and other ethical requirements of the *Code of Ethics for Professional Accountants* issued by the HKICPA, which is founded on fundamental principles of integrity, objectivity, professional competence and due care, confidentiality and professional behavior.

Our firm applies Hong Kong Standard on Quality Management (HKSQM) 1, *Quality Management for Firms that Perform Audits or Reviews of Financial Statements, or Other Assurance or Related Services Engagements*, issued by the HKICPA, which requires the firm to design, implement and operate a system of quality management including policies or procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Reporting Accountant's Responsibilities

Our responsibility is to express an opinion, as required by paragraph 4.29(7) of the Listing Rules, on the Unaudited Pro Forma Financial Information and to report our opinion to you. We do not accept any responsibility for any reports previously given by us on any financial information used in the compilation of the Unaudited Pro Forma Financial Information beyond that owed to those to whom those reports were addressed by us at the dates of their issue.

We conducted our engagement in accordance with Hong Kong Standard on Assurance Engagements 3420, *Assurance Engagements to Report on the Compilation of Pro Forma Financial Information Included in a Prospectus*, issued by the HKICPA. This standard requires that the reporting accountant plans and performs procedures to obtain reasonable assurance about whether the Directors have compiled the Unaudited Pro Forma Financial Information in accordance with paragraph 4.29 of the Listing Rules and with reference to AG 7 issued by the HKICPA.

For purposes of this engagement, we are not responsible for updating or reissuing any reports or opinions on any historical financial information used in compiling the Unaudited Pro Forma Financial Information, nor have we, in the course of this engagement, performed an audit or review of the financial information used in compiling the Unaudited Pro Forma Financial Information.

The purpose of unaudited pro forma financial information included in a circular is solely to illustrate the impact of a significant event or transaction on unadjusted financial information of the entity as if the event had occurred or the transaction had been undertaken at an earlier date selected for purposes of the illustration. Accordingly, we do not provide any assurance that the actual outcome of the Offers at June 30, 2024 or January 1, 2024 would have been as presented.

A reasonable assurance engagement to report on whether the unaudited pro forma financial information has been properly compiled on the basis of the applicable criteria involves performing procedures to assess whether the applicable criteria used by the directors in the compilation of the unaudited pro forma financial information provide a reasonable basis for presenting the significant effects directly attributable to the event or transaction, and to obtain sufficient appropriate evidence about whether:

- The related pro forma adjustments give appropriate effect to those criteria; and
- The unaudited pro forma financial information reflects the proper application of those adjustments to the unadjusted financial information.

The procedures selected depend on the reporting accountant's judgment, having regard to the reporting accountant's understanding of the nature of the company, the event or transaction in respect of which the unaudited pro forma financial information has been compiled, and other relevant engagement circumstances.

The engagement also involves evaluating the overall presentation of the unaudited pro forma financial information.

We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Our work has not been carried out in accordance with auditing standards or other standards and practices generally accepted in the United States of America or auditing standards of the Public Company Accounting Oversight Board (United States) or standards and practices of any professional body in any other overseas jurisdiction and accordingly should not be relied upon as if it had been carried out in accordance with those standards and practices.

Opinion

In our opinion:

- (a) the Unaudited Pro Forma Financial Information has been properly compiled by the Directors on the basis stated;
- (b) such basis is consistent with the accounting policies of the Group; and
- (c) the adjustments are appropriate for the purposes of the Unaudited Pro Forma Financial Information as disclosed pursuant to paragraph 4.29(1) of the Listing Rules.

PricewaterhouseCoopers

Certified Public Accountants

Hong Kong, September 9, 2024

RESPONSIBILITY STATEMENT

This Offer Document includes particulars given in compliance with the Listing Rules and the Codes for the purpose of giving information with regard to the Offers and the Company. All Directors jointly and severally accept full responsibility for the accuracy of information contained in this Offer Document and confirm, having made all reasonable inquiries, that to the best of their knowledge, opinions expressed in this Offer Document have been arrived at after due and careful consideration, and there are no other matters or facts not contained in this Offer Document, the omission of which would make any statement in this Offer Document misleading.

SHARE CAPITAL

The authorized and issued share capital of the Company as of the Latest Practicable Date and immediately upon completion of the Offers (assuming full acceptance of the Offer) are set forth as follows.

Authorized

Number of Shares	Description of Shares	Aggregate nominal value of Shares
1,550,000,000	Class A Ordinary Shares of a par value of US\$0.000125 each	US\$193,750.00
50,000,000	Class B Ordinary Shares of a par value of US\$0.000125 each	US\$6,250.00

Issued and outstanding as at the Latest Practicable Date

277,359,593 ⁽¹⁾	Class A Ordinary Shares of a par value of US\$0.000125 each as of the Latest Practicable Date	US\$34,669.95
17,393,666	Class B Ordinary Shares of a par value of US\$0.000125 each as of the Latest Practicable Date	US\$2,174.21

Issued and outstanding upon completion of the Offers (assuming full acceptance of the Offers)

233,205,009 ⁽¹⁾	Class A Ordinary Shares of a par value of US\$0.000125 each upon completion of the Offers	US\$29,150.63
14,626,802	Class B Ordinary Shares of a par value of US\$0.000125 each upon completion of the Offers	US\$1,828.35

Note:

1. This excludes 234,531 Class A Ordinary Shares issued to the Depository for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan as of the Latest Practicable Date.

Class B Ordinary Shares confer weighted voting rights in the Company such that a holder of a Class B Ordinary Share is entitled to ten votes per Share on any resolution tabled at the Company's general meeting, save for resolutions with respect to any Reserved Matters, in which case they will be entitled to one vote per Share. Class A Ordinary Shares confer a holder of a Class A Ordinary Share one vote per Share on any resolution tabled at the Company's general meeting. Save as disclosed, all the issued and outstanding Shares rank *pari passu* with each other in all respects including the rights as to dividends and capital.

Details of all classes of relevant securities (as defined in Note 4 to Rule 22 of the Takeovers Code) issued by the Company and the numbers of such securities in issue as at the Latest Practicable Date are as follows:

- (i) a total of 294,753,259 Shares issued and outstanding, which comprised 277,359,593 Class A Ordinary Shares and 17,393,666 Class B Ordinary Shares issued and outstanding, excluding the Class A Ordinary Shares issued to the Depository for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan, which amounted to 214,692;
- (ii) a total of 1,766,572 outstanding options entitling the holders to subscribe for an aggregate of 1,766,572 Class A Ordinary Shares under the 2012 Plan; and
- (iii) a total of 241,344 outstanding restricted shares entitling the holders to subscribe for an aggregate of 241,344 Class A Ordinary Shares under the 2012 Plan; and
- (iv) a total of 16,779,305 outstanding restricted share units entitling the holders to acquire an aggregate of 16,779,305 Class A Ordinary Shares under the 2022 Plan.

As of the Latest Practicable Date, save as disclosed above, the Company had no other outstanding options, derivatives, warrants, securities, or conversion rights that are convertible or exchangeable into Shares and the Company has no other relevant securities (as defined in Note 4 to Rule 22 of the Takeovers Code). As of the Latest Practicable Date, the Company did not hold any treasury shares (as defined under the Listing Rules).

Save for a total of 7,208,889 Shares issued due to the exercise of outstanding options, restricted shares, and restricted share units, the Company had not issued Shares (i) during the two-year period immediately preceding the commencement date of the Offer Period and (ii) since December 31, 2023, being the end of the immediately preceding financial year and up to the Latest Practicable Date.

Details of the Shares bought-back by the Company during the 12-month period immediately preceding the date of this Offer Document and since December 31, 2023, being the end of the last financial year of the Company, up to the Latest Practicable Date, which were solely in the form of ADSs traded on the NYSE, are set out as follows:

Date of buy-back	Class of Shares	No. of ADSs involved	No. of Shares	Average	Total Consideration (US\$)
				price per Share (US\$)	
July 19, 2023	Class A Ordinary Shares	179,100	89,550	2.31	207,308
July 20, 2023	Class A Ordinary Shares	167,448	83,724	2.21	185,148
July 21, 2023	Class A Ordinary Shares	209,200	104,600	2.22	231,731
July 24, 2023	Class A Ordinary Shares	188,200	94,100	2.20	207,152
July 25, 2023	Class A Ordinary Shares	179,300	89,650	2.31	207,360
July 26, 2023	Class A Ordinary Shares	152,470	76,235	2.30	174,975
July 27, 2023	Class A Ordinary Shares	180,600	90,300	2.30	207,329
July 28, 2023	Class A Ordinary Shares	174,502	87,251	2.38	207,273
July 31, 2023	Class A Ordinary Shares	44,200	22,100	2.40	53,013
August 1, 2023	Class A Ordinary Shares	166,700	83,350	2.40	199,907
August 2, 2023	Class A Ordinary Shares	180,600	90,300	2.30	207,437
August 3, 2023	Class A Ordinary Shares	177,000	88,500	2.34	207,479
August 4, 2023	Class A Ordinary Shares	174,500	87,250	2.38	207,411
August 7, 2023	Class A Ordinary Shares	175,200	87,600	2.37	207,367
August 8, 2023	Class A Ordinary Shares	173,388	86,694	2.32	200,974
August 9, 2023	Class A Ordinary Shares	179,200	89,600	2.31	206,671
August 10, 2023	Class A Ordinary Shares	176,300	88,150	2.35	207,470
August 11, 2023	Class A Ordinary Shares	305,180	152,590	2.21	337,894
August 14, 2023	Class A Ordinary Shares	185,700	92,850	2.23	207,334
August 15, 2023	Class A Ordinary Shares	215,970	107,985	2.21	238,194
August 16, 2023	Class A Ordinary Shares	196,784	98,392	2.21	217,130
August 17, 2023	Class A Ordinary Shares	182,000	91,000	2.28	207,425
August 18, 2023	Class A Ordinary Shares	442,198	221,099	2.19	483,721
August 21, 2023	Class A Ordinary Shares	189,000	94,500	2.21	208,883
August 22, 2023	Class A Ordinary Shares	438,430	219,215	2.20	482,579
August 23, 2023	Class A Ordinary Shares	558,500	279,250	2.05	572,017
August 24, 2023	Class A Ordinary Shares	509,148	254,574	2.00	510,420
September 20, 2023	Class A Ordinary Shares	374,268	187,134	2.03	380,132
September 21, 2023	Class A Ordinary Shares	569,266	284,633	1.99	566,020
September 22, 2023	Class A Ordinary Shares	520,000	260,000	1.99	518,560
September 25, 2023	Class A Ordinary Shares	580,000	290,000	2.01	583,654
September 28, 2023	Class A Ordinary Shares	472,826	236,413	2.09	493,747
October 6, 2023	Class A Ordinary Shares	157,296	78,648	2.03	159,888
October 9, 2023	Class A Ordinary Shares	173,598	86,799	2.04	176,939
October 11, 2023	Class A Ordinary Shares	4,868	2,434	2.04	4,964

Date of buy-back	Class of Shares	No. of ADSs involved	No. of Shares	Average	Total Consideration (US\$)
				price per Share (US\$)	
October 12, 2023	Class A Ordinary Shares	179,970	89,985	2.03	182,532
October 13, 2023	Class A Ordinary Shares	60,344	30,172	2.04	61,551
October 16, 2023	Class A Ordinary Shares	102,704	51,352	2.04	104,708
October 17, 2023	Class A Ordinary Shares	62,298	31,149	2.04	63,470
October 18, 2023	Class A Ordinary Shares	415,292	207,646	2.02	420,138
October 19, 2023	Class A Ordinary Shares	194,638	97,319	2.03	197,319
October 20, 2023	Class A Ordinary Shares	71,716	35,858	2.04	73,143
October 23, 2023	Class A Ordinary Shares	19,906	9,953	2.04	20,301
October 26, 2023	Class A Ordinary Shares	277,732	138,866	2.03	282,140
October 27, 2023	Class A Ordinary Shares	326,966	163,483	2.04	333,385
October 30, 2023	Class A Ordinary Shares	198,944	99,472	1.98	197,129
October 31, 2023	Class A Ordinary Shares	195,794	97,897	1.98	193,505
November 1, 2023	Class A Ordinary Shares	221,524	110,762	1.97	218,029
November 2, 2023	Class A Ordinary Shares	201,008	100,504	2.02	203,291
November 3, 2023	Class A Ordinary Shares	97,122	48,561	2.04	98,996
November 6, 2023	Class A Ordinary Shares	221,016	110,508	2.04	225,086
November 7, 2023	Class A Ordinary Shares	133,600	66,800	2.04	136,253
November 8, 2023	Class A Ordinary Shares	259,940	129,970	2.04	265,081
November 9, 2023	Class A Ordinary Shares	57,300	28,650	2.04	58,440
November 10, 2023	Class A Ordinary Shares	302,956	151,478	2.02	306,646
November 13, 2023	Class A Ordinary Shares	485,000	242,500	2.04	494,179
November 14, 2023	Class A Ordinary Shares	129,600	64,800	2.04	132,111
November 15, 2023	Class A Ordinary Shares	476,332	238,166	2.04	485,449
November 16, 2023	Class A Ordinary Shares	473,078	236,539	2.02	477,520
November 17, 2023	Class A Ordinary Shares	198,744	99,372	2.03	201,517
November 20, 2023	Class A Ordinary Shares	485,000	242,500	2.02	490,135
November 21, 2023	Class A Ordinary Shares	472,730	236,365	2.02	478,057
November 22, 2023	Class A Ordinary Shares	459,856	229,928	2.02	464,601
November 24, 2023	Class A Ordinary Shares	485,000	242,500	2.02	490,196
November 27, 2023	Class A Ordinary Shares	485,000	242,500	2.02	490,755
November 28, 2023	Class A Ordinary Shares	438,178	219,089	2.02	443,625
November 29, 2023	Class A Ordinary Shares	485,000	242,500	1.93	467,506
November 30, 2023	Class A Ordinary Shares	485,000	242,500	1.60	387,883
December 6, 2023	Class A Ordinary Shares	700,000	350,000	1.96	685,160
December 7, 2023	Class A Ordinary Shares	900,000	450,000	2.00	899,010
December 8, 2023	Class A Ordinary Shares	750,384	375,192	1.99	745,807
December 11, 2023	Class A Ordinary Shares	849,714	424,857	2.00	848,100
December 13, 2023	Class A Ordinary Shares	873,800	436,900	1.94	846,800
December 18, 2023	Class A Ordinary Shares	900,000	450,000	1.96	881,550
December 20, 2023	Class A Ordinary Shares	524,898	262,449	1.86	488,679

Date of buy-back	Class of Shares	No. of ADSs involved	No. of Shares	Average	Total Consideration (US\$)
				price per Share (US\$)	
December 26, 2023	Class A Ordinary Shares	1,000,000	500,000	1.98	987,900
January 2, 2024	Class A Ordinary Shares	184,370	92,185	1.78	164,292
January 3, 2024	Class A Ordinary Shares	116,798	58,399	1.80	105,013
January 4, 2024	Class A Ordinary Shares	557,000	278,500	1.76	491,441
January 5, 2024	Class A Ordinary Shares	572,996	286,498	1.72	491,917
January 8, 2024	Class A Ordinary Shares	561,500	280,750	1.75	492,099
January 9, 2024	Class A Ordinary Shares	556,674	278,337	1.77	492,100
January 10, 2024	Class A Ordinary Shares	562,350	281,175	1.75	492,056
January 11, 2024	Class A Ordinary Shares	559,700	279,850	1.76	492,144
January 12, 2024	Class A Ordinary Shares	551,506	275,753	1.78	490,895
January 16, 2024	Class A Ordinary Shares	588,700	294,350	1.67	491,682
January 17, 2024	Class A Ordinary Shares	619,172	309,586	1.59	491,251
January 18, 2024	Class A Ordinary Shares	595,900	297,950	1.65	491,439
January 19, 2024	Class A Ordinary Shares	610,730	305,365	1.61	491,394
January 22, 2024	Class A Ordinary Shares	606,392	303,196	1.62	491,420
January 23, 2024	Class A Ordinary Shares	589,726	294,863	1.67	491,654
January 24, 2024	Class A Ordinary Shares	580,800	290,400	1.69	491,821
January 25, 2024	Class A Ordinary Shares	578,192	289,096	1.70	491,869
January 26, 2024	Class A Ordinary Shares	264,292	132,146	1.71	225,917
March 28, 2024	Class A Ordinary Shares	252,652	126,326	1.37	173,647

During the two-year period immediately preceding the date of this Offer Document, the Company did not declare or pay any dividend. As of the Latest Practicable Date, the Company has no intention to declare any dividends or make any other distributions during the Offer Period. As of the Latest Practicable Date, the Company did not intend to alter the dividend policy before the close of the Offers.

There had been no re-organization of capital of the Company during the two financial years immediately preceding the commencement of the Offer Period.

INTERESTS OF DIRECTORS AND CHIEF EXECUTIVES IN SHARES, UNDERLYING SHARES, AND DEBENTURES

As of the Latest Practicable Date, the interests and short positions of the Directors and chief executives of the Company in the Shares, underlying Shares, and debentures of the Company or its associated corporations within the meaning of Part XV of the SFO, which were required (i) to be notified to the Company and the Hong Kong Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions that they were taken or deemed to have under such provisions of the SFO), or (ii) to be recorded in the register required to be kept by the Company pursuant to Section 352 of the SFO, or (iii) as otherwise

notified to the Company and the Hong Kong Stock Exchange pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers set forth in Appendix C3 of the Listing Rules, or (iv) to be disclosed under the Codes were as follows.

Name	Nature of Interest	Number of Shares	Approximate % of interest in each class of Shares ⁽⁴⁾	Approximate % of interest in the total issued and outstanding Shares (on a one share one vote basis) ⁽⁴⁾	Long position/ Short position
Mr. Zhou	Interest in controlled corporations/founder of a discretionary trust/beneficiary of a trust	19,460,912 Class A Ordinary Shares ⁽¹⁾	7.02%	6.60%	Long Position
	Interest in controlled corporations/founder of a discretionary trust/beneficiary of a trust	17,393,666 Class B Ordinary Shares ⁽¹⁾	100%	5.90%	Long Position
Mr. Dahai Li	Interest in controlled corporations	2,779,240 Class A Ordinary Shares ⁽²⁾	1.00%	0.94%	Long Position
	Beneficial interest	99,450 Class A Ordinary Shares ⁽²⁾	0.04%	0.03%	Long Position
Ms. Hope Ni	Beneficial interest	7,500 Class A Ordinary Shares ⁽³⁾	0.003%	0.003%	Long Position
Mr. Hanhui Sam Sun	Beneficial interest	7,500 Class A Ordinary Shares ⁽³⁾	0.003%	0.003%	Long Position
Mr. Derek Chen	Beneficial interest	5,000 Class A Ordinary Shares ⁽³⁾	0.002%	0.002%	Long Position

Notes:

- (1) These Shares are held by MO Holding Ltd. More than 99% of the interest of MO Holding Ltd is held by South Ridge Global Limited, which is in turn wholly-owned by a trust that was established by Mr. Zhou (as the settlor) for the benefit of Mr. Zhou and his family. The remaining interest of MO Holding Ltd is held by Zhihu Holdings Inc., which is wholly-owned by Mr. Zhou. Mr. Zhou is therefore deemed to be interested the Shares held by MO Holding Ltd.
- (2) Includes (i) 1,673,042 Class A Ordinary Shares held by Ocean Alpha Investment Limited, (ii) 1,106,198 Class A Ordinary Shares held by SEA & SANDRA Global Limited, and (iii) 99,450 Class A Ordinary Shares representing the ADSs held by Mr. Dahai Li. The entire interest in Ocean Alpha Investment Limited is held by a trust that was established by Mr. Dahai Li for the benefit of him and his family. SEA & SANDRA Global Limited is wholly-owned by Mr. Dahai Li. Mr. Dahai Li is therefore deemed to be interested in the Shares held by Ocean Alpha Investment Limited and SEA & SANDRA Global Limited.
- (3) The relevant Directors are entitled to receive 10,000 restricted shares (the underlying Shares of which are Class A Ordinary Shares) pursuant to their respective director agreements with the Company. As of the Latest Practicable Date, 75%, 75%, and 50% of the relevant restricted shares have become vested to Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen, respectively.

- (4) The calculation is based on a total number of 277,359,593 Class A Ordinary Shares and 17,393,666 Class B Ordinary Shares issued and outstanding as of the Latest Practicable Date (excluding the Class A Ordinary Shares issued to the Depositary for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan). In addition, percentage can not add up to 100%.

Save as disclosed above, to the best knowledge, information, and belief of the Company, as of the Latest Practicable Date, none of the Directors or chief executives of the Company had or was deemed to have any interests or short positions in the Shares, underlying Shares, or debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) that were required (i) to be notified to the Company and the Hong Kong Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions that they were taken or deemed to have under such provisions of the SFO), or (ii) to be recorded in the register required to be kept by the Company pursuant to Section 352 of the SFO, or (iii) as otherwise notified to the Company and the Hong Kong Stock Exchange pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers set out forth in Appendix C3 of the Listing Rules, or (iv) to be disclosed under the Codes.

INTERESTS OF SUBSTANTIAL SHAREHOLDERS

As of the Latest Practicable Date, the following persons (other than the Directors and chief executives), had an interest or short position in the Shares and underlying Shares that would fall to be disclosed to the Company pursuant to Divisions 2 and 3 of Part XV of the SFO or as recorded in the register required to be kept by the Company pursuant to Section 336 of the SFO.

Name	Nature of Interest	Number of Shares	Approximate % of interest in each class of Shares ⁽⁴⁾	Approximate % of interest in the total issued and outstanding Shares (on a one share one vote basis) ⁽⁴⁾	Long position/ Short position
Class A Ordinary Shares					
Huang River Investment Limited ⁽¹⁾	Beneficial interest	27,448,933	9.90%	9.31%	Long Position
Image Frame Investment (HK) Limited ⁽¹⁾	Beneficial interest	10,617,666	3.83%	3.60%	Long Position
Tencent Holdings Limited ⁽¹⁾	Interest in controlled corporations	38,066,599	13.73%	12.91%	Long Position
Cosmic Blue Investments Limited ⁽²⁾	Beneficial interest	19,975,733	7.20%	6.78%	Long Position
MO Holding Ltd ⁽³⁾	Beneficial interest	19,460,912	7.02%	6.60%	Long Position
AI Knowledge LLC	Beneficial interest	17,865,410	6.44%	6.06%	Long Position
Matthews International Capital Management LLC	Beneficial interest	16,079,142	5.80%	5.46%	Long Position
Class B Ordinary Shares					
MO Holding Ltd ⁽³⁾	Beneficial interest	17,393,666	100%	5.90%	Long Position

Notes:

- (1) Huang River Investment Limited, a company incorporated in the British Virgin Islands, and Image Frame Investment (HK) Limited, a company incorporated in Hong Kong, are subsidiaries of Tencent Holdings Limited (HKEX stock code: 700).
- (2) Cosmic Blue Investments Limited, a company incorporated in the British Virgin Islands, is wholly owned by Kuaishou Technology (HKEX stock code: 1024).
- (3) MO Holding Ltd is a company incorporated in the British Virgin Islands. More than 99% of the interest of MO Holding Ltd is held by South Ridge Global Limited, which is in turn wholly-owned by a trust that was established by Mr. Zhou (as the settlor) for the benefit of Mr. Zhou and his family. The remaining interest of MO Holding Ltd is held by Zhihu Holdings Inc., which is wholly-owned by Mr. Zhou.
- (4) The calculation is based on a total number of 277,359,593 Class A Ordinary Shares and 17,393,666 Class B Ordinary Shares issued and outstanding as of the Latest Practicable Date (excluding the Class A Ordinary Shares issued to the Depositary for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan). In addition, percentage can not add up to 100%.

Save as disclosed above, to the best knowledge, information, and belief of the Company, as of the Latest Practicable Date, no other person (other than the Directors or chief executives of the Company) had an interest or short position in the shares or underlying shares of the Company that were required to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO, or that were required to be entered in the register required to be kept under section 336 of the SFO.

DISCLOSURE OF SHAREHOLDINGS AND DEALINGS PURSUANT TO THE TAKEOVERS CODE

As of the Latest Practicable Date:

- (i) save as disclosed in the sections headed “Interests of Directors and Chief Executives in Shares, Underlying Shares, and Debentures” and “Interests of Substantial Shareholders” in this Appendix IV, the Company and the Directors and the persons acting in concert with any of them are not interested in any Shares or any convertible securities, warrants, options, or derivatives in respect of any Shares;
- (ii) Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder, which have provided the Irrevocable Undertakings, hold 11,889,945, 10,201,891, and 12,028,878 Class A Ordinary Shares (including in the form of ADSs), representing approximately 4.0%, 3.5%, and 4.1% of interest in the total issued and outstanding Shares (on a one share one vote basis, and excluding the Class A Ordinary Shares issued to the Depositary for bulk issuance of ADSs reserved for future issuances upon the exercise or vesting of awards granted under the 2012 Plan and the 2022 Plan) and approximately 2.6%, 2.3%, and 2.7% of voting rights in the Company. Pursuant to the Irrevocable Undertakings, (i) Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder have irrevocably undertaken to the Company to tender 9,000,000, 5,891,994, and 3,000,000 Class A Ordinary Shares

- (including in the form of ADSs) for acceptance of the Offers, respectively, representing approximately 3.1%, 2.0%, and 1.0% of the total Shares (on a one share one vote basis) in issue and outstanding as of the Latest Practicable Date, and (ii) in respect of the undertaking to vote in favor of the resolution in connection with the Offers at the EGM, Innovation Works Shareholders, Qiming Shareholders, and SAIF Shareholder together hold a total of 34,120,714 Class A Ordinary Shares (including in the form of ADSs), representing approximately 7.6% of the voting rights in the Company as of the Latest Practicable Date;
- (iii) save for the Irrevocable Undertakings, no persons have irrevocably committed themselves to accept or reject the Offers;
 - (iv) save as disclosed in the section headed “Interests of Substantial Shareholders” in this Appendix IV, there is no Shareholder who holds 10% or more of the voting rights of the Company;
 - (v) none of the Company, the Directors or any person acting in concert with any of them have borrowed or lent any Class A Ordinary Shares or any convertible securities, warrants, options, or derivatives in respect of any Class A Ordinary Shares;
 - (vi) none of the subsidiaries of the Company, nor pension funds of the Company or of any of the Company’s subsidiaries, nor any person who is presumed to be acting in concert with the Company by virtue of class (5) of the definition of “acting in concert” under the Takeovers Code or who is an associate of the Company by virtue of class (2) of the definition of “associate” under the Takeovers Code, but excluding exempt principal traders and exempt fund managers, had any interest in any Shares or any convertible securities, warrants, options or derivatives in respect of any Shares;
 - (vii) save for the Irrevocable Undertakings, no person had any arrangement of the kind referred to in Note 8 to Rule 22 of the Takeovers Code with the Company or any person who is presumed to be acting in concert with the Company by virtue of classes (1), (2), (3), and (5) of the definition of “acting in concert,” or the Company’s associates by virtue of classes (2), (3), or (4) of the definition of “associate” under the Codes;
 - (viii) save as disclosed in the sections headed “Interests of Substantial Shareholders” and “Interests of Directors and Chief Executives in Shares, Underlying Shares, and Debentures,” no person with whom the Company or any party acting in concert with either of them had any arrangement of the kind referred to in Note 8 to Rule 22 of the Takeovers Code owned or controlled any Shares or any convertible securities, warrants, options, or derivatives in respect of the Shares; and
 - (ix) no shareholding in the Company was managed on a discretionary basis by fund managers (other than exempt fund managers) connected with the Company.

DEALING IN SECURITIES

The Company did not, and will not, conduct any on-market buy-back of Shares from the date of the Announcement up to and including the date on which the Offers closes, lapses, or are withdrawn, as the case may be.

During the Relevant Period, save as disclosed below and save for the issuances and buy-backs of Shares by the Company as disclosed in the section headed “Share Capital” in this Appendix IV, (i) the Company, the Directors, or any persons acting in concert with any of them, (ii) any person who prior to the issuance of this Offer Document had irrevocably committed to accept or reject the Offers, and (iii) any person who had an arrangement of the kind referred to in Note 8 to Rule 22 of the Takeovers Code with the Company or with any party acting in concert with the Company, did not deal for value in any Shares or any convertible securities, warrants, options, or derivatives in respect of any Shares.

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share <i>(US\$/HK\$)</i>
SAIF Shareholder	January 19, 2024	Sale	181,250	US\$1.58
SAIF Shareholder	January 22, 2024	Sale	207,500	US\$1.58
SAIF Shareholder	January 23, 2024	Sale	237,500	US\$1.64
SAIF Shareholder	January 24, 2024	Sale	192,500	US\$1.66
SAIF Shareholder	January 25, 2024	Sale	175,000	US\$1.68
SAIF Shareholder	January 26, 2024	Sale	75,341	US\$1.70
SAIF Shareholder	January 29, 2024	Sale	43,535.5	US\$1.58
SAIF Shareholder	January 31, 2024	Sale	152,500	US\$1.54
SAIF Shareholder	February 1, 2024	Sale	72,500	US\$1.52
SAIF Shareholder	February 2, 2024	Sale	57,500	US\$1.50
SAIF Shareholder	February 6, 2024	Sale	59,996.5	US\$1.50
SAIF Shareholder	February 12, 2024	Sale	13,771	US\$1.50
SAIF Shareholder	February 15, 2024	Sale	119,050	US\$1.52
SAIF Shareholder	February 16, 2024	Sale	51,414.5	US\$1.52
SAIF Shareholder	February 21, 2024	Sale	8,880	US\$1.52
SAIF Shareholder	February 22, 2024	Sale	1,001	US\$1.50
SAIF Shareholder	February 23, 2024	Sale	94,107	US\$1.50
SAIF Shareholder	February 26, 2024	Sale	167,500	US\$1.60
SAIF Shareholder	February 27, 2024	Sale	80,576.5	US\$1.58
SAIF Shareholder	February 28, 2024	Sale	59,905	US\$1.56
SAIF Shareholder	February 29, 2024	Sale	77,295	US\$1.58
SAIF Shareholder	March 1, 2024	Sale	158,511	US\$1.60
SAIF Shareholder	March 4, 2024	Sale	77,904.5	US\$1.52
SAIF Shareholder	March 5, 2024	Sale	650	US\$1.50
SAIF Shareholder	March 6, 2024	Sale	3,050	US\$1.50
SAIF Shareholder	March 7, 2024	Sale	34,242	US\$1.50

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
SAIF Shareholder	March 8, 2024	Sale	27,966	US\$1.50
SAIF Shareholder	March 11, 2024	Sale	69,053.5	US\$1.52
SAIF Shareholder	March 12, 2024	Sale	110,000	US\$1.54
SAIF Shareholder	March 13, 2024	Sale	53,846.5	US\$1.52
SAIF Shareholder	March 14, 2024	Sale	205	US\$1.50
SAIF Shareholder	March 15, 2024	Sale	56,385	US\$1.50
SAIF Shareholder	March 18, 2024	Sale	64,957	US\$1.50
SAIF Shareholder	April 3, 2024	Sale	56,584.5	US\$1.50
SAIF Shareholder	May 20, 2024	Sale	161,607	US\$1.34
Innovation Works Holdings Limited	January 25, 2024	Sale	27,300	US\$1.70
Innovation Works Holdings Limited	January 26, 2024	Sale	10,700	US\$1.70
Innovation Works Holdings Limited	January 27, 2024	Sale	23,400	US\$1.70
Innovation Works Holdings Limited	February 1, 2024	Sale	7,000	HK\$11.59
Innovation Works Holdings Limited	February 2, 2024	Sale	2,400	HK\$12.13
Innovation Works Holdings Limited	February 6, 2024	Sale	2,500	HK\$11.61
Innovation Works Holdings Limited	February 7, 2024	Sale	3,100	HK\$11.45
Innovation Works Holdings Limited	February 8, 2024	Sale	1,500	HK\$11.56
Innovation Works Holdings Limited	February 14, 2024	Sale	12,500	HK\$11.15
Innovation Works Holdings Limited	February 15, 2024	Sale	11,000	HK\$11.38
Innovation Works Holdings Limited	February 19, 2024	Sale	2,000	HK\$11.74
Innovation Works Holdings Limited	February 20, 2024	Sale	3,500	HK\$11.76
Innovation Works Holdings Limited	February 23, 2024	Sale	3,600	HK\$11.64
Innovation Works Holdings Limited	February 26, 2024	Sale	3,600	HK\$11.58
Innovation Works Holdings Limited	February 27, 2024	Sale	9,700	HK\$12.37
Innovation Works Holdings Limited	March 1, 2024	Sale	30,800	HK\$12.28

APPENDIX IV**GENERAL INFORMATION**

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Holdings Limited	March 4, 2024	Sale	11,100	HK\$11.66
Innovation Works Holdings Limited	March 6, 2024	Sale	4,000	HK\$11.36
Innovation Works Holdings Limited	March 7, 2024	Sale	9,100	HK\$11.37
Innovation Works Holdings Limited	March 12, 2024	Sale	16,900	HK\$12.11
Innovation Works Holdings Limited	March 13, 2024	Sale	3,300	HK\$12.34
Innovation Works Holdings Limited	March 14, 2024	Sale	4,300	HK\$11.68
Innovation Works Holdings Limited	March 15, 2024	Sale	4,400	HK\$11.62
Innovation Works Holdings Limited	March 18, 2024	Sale	5,500	HK\$11.75
Innovation Works Holdings Limited	March 19, 2024	Sale	3,900	HK\$11.55
Innovation Works Holdings Limited	March 20, 2024	Sale	4,400	HK\$11.40
Innovation Works Holdings Limited	March 21, 2024	Sale	13,700	HK\$11.45
Innovation Works Holdings Limited	March 22, 2024	Sale	14,300	HK\$11.34
Innovation Works Holdings Limited	March 25, 2024	Sale	6,300	HK\$11.12
Innovation Works Holdings Limited	April 2, 2024	Sale	8,500	HK\$11.08
Innovation Works Holdings Limited	April 3, 2024	Sale	18,500	HK\$11.45
Innovation Works Holdings Limited	April 4, 2024	Sale	7,000	US\$1.49
Innovation Works Holdings Limited	April 5, 2024	Sale	18,412	US\$1.48
Innovation Works Holdings Limited	April 5, 2024	Sale	5,300	HK\$11.52
Innovation Works Holdings Limited	April 8, 2024	Sale	2,500	HK\$11.27
Innovation Works Holdings Limited	April 9, 2024	Sale	5,900	HK\$10.67

APPENDIX IV**GENERAL INFORMATION**

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Holdings Limited	April 10, 2024	Sale	13,450	US\$1.42
Innovation Works Holdings Limited	April 10, 2024	Sale	10,600	HK\$10.74
Innovation Works Holdings Limited	April 11, 2024	Sale	17,039	US\$1.42
Innovation Works Holdings Limited	April 11, 2024	Sale	5,200	HK\$10.58
Innovation Works Holdings Limited	April 12, 2024	Sale	5,000	HK\$10.39
Innovation Works Holdings Limited	April 15, 2024	Sale	1,100	HK\$10.30
Innovation Works Holdings Limited	April 16, 2024	Sale	2,200	HK\$9.85
Innovation Works Holdings Limited	April 17, 2024	Sale	8,100	HK\$9.44
Innovation Works Holdings Limited	April 18, 2024	Sale	4,300	HK\$9.63
Innovation Works Holdings Limited	April 19, 2024	Sale	14,900	HK\$9.64
Innovation Works Holdings Limited	April 22, 2024	Sale	6,200	HK\$9.49
Innovation Works Holdings Limited	April 23, 2024	Sale	8,500	HK\$9.27
Innovation Works Holdings Limited	April 24, 2024	Sale	21,000	HK\$9.28
Innovation Works Holdings Limited	April 25, 2024	Sale	9,500	HK\$9.22
Innovation Works Holdings Limited	April 26, 2024	Sale	11,000	HK\$9.45
Innovation Works Holdings Limited	April 29, 2024	Sale	13,600	HK\$9.60
Innovation Works Holdings Limited	April 30, 2024	Sale	600	HK\$9.80
Innovation Works Holdings Limited	May 2, 2024	Sale	1,600	HK\$10.01
Innovation Works Holdings Limited	May 6, 2024	Sale	7,700	HK\$10.49
Innovation Works Holdings Limited	May 7, 2024	Sale	4,000	HK\$10.26

APPENDIX IV**GENERAL INFORMATION**

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Holdings Limited	May 8, 2024	Sale	4,000	HK\$10.28
Innovation Works Holdings Limited	May 9, 2024	Sale	4,500	HK\$10.25
Innovation Works Holdings Limited	May 10, 2024	Sale	3,500	HK\$10.23
Innovation Works Holdings Limited	May 13, 2024	Sale	5,400	HK\$10.86
Innovation Works Holdings Limited	May 14, 2024	Sale	3,900	HK\$10.88
Innovation Works Holdings Limited	May 16, 2024	Sale	4,800	HK\$9.90
Innovation Works Holdings Limited	May 17, 2024	Sale	4,000	HK\$10.65
Innovation Works Holdings Limited	May 20, 2024	Sale	4,100	HK\$11.10
Innovation Works Holdings Limited	May 21, 2024	Sale	4,000	HK\$10.49
Innovation Works Holdings Limited	May 22, 2024	Sale	4,100	HK\$10.30
Innovation Works Holdings Limited	May 23, 2024	Sale	5,000	HK\$9.87
Innovation Works Holdings Limited	May 24, 2024	Sale	3,900	HK\$9.55
Innovation Works Holdings Limited	May 27, 2024	Sale	4,000	HK\$9.42
Innovation Works Holdings Limited	May 28, 2024	Sale	4,500	HK\$9.43
Innovation Works Holdings Limited	May 29, 2024	Sale	4,000	HK\$8.92
Innovation Works Holdings Limited	May 30, 2024	Sale	4,300	HK\$8.63
Innovation Works Holdings Limited	May 31, 2024	Sale	5,000	HK\$8.79
Innovation Works Holdings Limited	June 3, 2024	Sale	5,000	HK\$8.28
Innovation Works Holdings Limited	June 4, 2024	Sale	3,500	HK\$8.31
Innovation Works Holdings Limited	June 5, 2024	Sale	4,500	HK\$8.33

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Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Holdings Limited	June 6, 2024	Sale	5,000	HK\$8.49
Innovation Works Holdings Limited	June 7, 2024	Sale	4,600	HK\$8.72
Innovation Works Holdings Limited	June 11, 2024	Sale	6,000	HK\$8.56
Innovation Works Holdings Limited	June 12, 2024	Sale	5,100	HK\$8.42
Innovation Works Holdings Limited	June 13, 2024	Sale	4,100	HK\$8.20
Innovation Works Holdings Limited	June 15, 2024	Sale	4,200	HK\$7.90
Innovation Works Holdings Limited	June 17, 2024	Sale	4,500	HK\$7.55
Innovation Works Holdings Limited	June 18, 2024	Sale	4,000	HK\$7.42
Innovation Works Holdings Limited	June 19, 2024	Sale	4,500	HK\$7.66
Innovation Works Holdings Limited	June 20, 2024	Sale	2,500	HK\$7.64
Innovation Works Holdings Limited	June 21, 2024	Sale	3,600	HK\$7.42
Innovation Works Holdings Limited	June 24, 2024	Sale	4,000	HK\$7.26
Innovation Works Holdings Limited	June 25, 2024	Sale	3,600	HK\$7.32
Innovation Works Holdings Limited	June 26, 2024	Sale	3,700	HK\$7.25
Innovation Works Holdings Limited	June 27, 2024	Sale	4,000	HK\$7.02
Innovation Works Holdings Limited	June 28, 2024	Sale	3,800	HK\$6.86
Innovation Works Holdings Limited	July 2, 2024	Sale	1,500	HK\$6.91
Innovation Works Holdings Limited	July 3, 2024	Sale	11,700	HK\$6.81
Innovation Works Holdings Limited	July 4, 2024	Sale	6,000	HK\$8.03
Innovation Works Holdings Limited	July 5, 2024	Sale	8,700	HK\$7.86

APPENDIX IV**GENERAL INFORMATION**

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Holdings Limited	July 8, 2024	Sale	11,700	US\$1.06
Innovation Works Holdings Limited	July 8, 2024	Sale	8,000	HK\$8.30
Innovation Works Holdings Limited	July 9, 2024	Sale	13,377	US\$1.04
Innovation Works Holdings Limited	July 9, 2024	Sale	4,700	HK\$7.92
Innovation Works Holdings Limited	July 10, 2024	Sale	6,000	HK\$8.39
Innovation Works Holdings Limited	July 11, 2024	Sale	144,600	US\$1.10
Innovation Works Holdings Limited	July 12, 2024	Sale	39,990	US\$1.11
Innovation Works Holdings Limited	July 13, 2024	Sale	2,556	US\$1.12
Innovation Works Holdings Limited	July 15, 2024	Sale	6,000	US\$1.02
Innovation Works Holdings Limited	July 15, 2024	Sale	2,800	HK\$8.18
Innovation Works Holdings Limited	July 16, 2024	Sale	88,800	US\$1.02
Innovation Works Holdings Limited	July 16, 2024	Sale	12,200	HK\$8.02
Innovation Works Holdings Limited	July 17, 2024	Sale	2,500	HK\$8.11
Innovation Works Development Fund, L.P.	April 3, 2024	Sale	27,850	US\$1.50
Innovation Works Development Fund, L.P.	April 4, 2024	Sale	43,350	US\$1.51
Innovation Works Development Fund, L.P.	April 5, 2024	Sale	10,900	US\$1.44
Innovation Works Development Fund, L.P.	April 6, 2024	Sale	11,779.5	US\$1.42
Innovation Works Development Fund, L.P.	April 9, 2024	Sale	5,382.5	US\$1.44
Innovation Works Development Fund, L.P.	April 10, 2024	Sale	16,400	US\$1.43
Innovation Works Development Fund, L.P.	April 11, 2024	Sale	49,450	US\$1.44

APPENDIX IV**GENERAL INFORMATION**

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Development Fund, L.P.	April 12, 2024	Sale	23,238	US\$1.43
Innovation Works Development Fund, L.P.	April 13, 2024	Sale	9,850	US\$1.40
Innovation Works Development Fund, L.P.	April 15, 2024	Sale	1,750	US\$1.38
Innovation Works Development Fund, L.P.	April 16, 2024	Sale	22,100	US\$1.35
Innovation Works Development Fund, L.P.	April 17, 2024	Sale	16,400	US\$1.30
Innovation Works Development Fund, L.P.	April 18, 2024	Sale	5,050	US\$1.31
Innovation Works Development Fund, L.P.	April 19, 2024	Sale	29,250	US\$1.32
Innovation Works Development Fund, L.P.	April 20, 2024	Sale	8,154.5	US\$1.26
Innovation Works Development Fund, L.P.	April 22, 2024	Sale	26,050	US\$1.26
Innovation Works Development Fund, L.P.	April 23, 2024	Sale	57,800	US\$1.27
Innovation Works Development Fund, L.P.	April 24, 2024	Sale	63,300.5	US\$1.30
Innovation Works Development Fund, L.P.	April 25, 2024	Sale	41,550	US\$1.33
Innovation Works Development Fund, L.P.	April 26, 2024	Sale	30,250	US\$1.31
Innovation Works Development Fund, L.P.	April 27, 2024	Sale	26,872	US\$1.32
Innovation Works Development Fund, L.P.	April 29, 2024	Sale	4,100	US\$1.31
Innovation Works Development Fund, L.P.	April 30, 2024	Sale	43,100	US\$1.33
Innovation Works Development Fund, L.P.	May 1, 2024	Sale	71,700	US\$1.34
Innovation Works Development Fund, L.P.	May 2, 2024	Sale	52,000	US\$1.33
Innovation Works Development Fund, L.P.	May 3, 2024	Sale	59,818.5	US\$1.35
Innovation Works Development Fund, L.P.	May 4, 2024	Sale	14,006	US\$1.36

APPENDIX IV**GENERAL INFORMATION**

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Development Fund, L.P.	May 6, 2024	Sale	3,600	US\$1.31
Innovation Works Development Fund, L.P.	May 7, 2024	Sale	40,951	US\$1.32
Innovation Works Development Fund, L.P.	May 8, 2024	Sale	38,297	US\$1.32
Innovation Works Development Fund, L.P.	May 9, 2024	Sale	12,450.5	US\$1.34
Innovation Works Development Fund, L.P.	May 10, 2024	Sale	34,200	US\$1.31
Innovation Works Development Fund, L.P.	May 13, 2024	Sale	40,200	US\$1.29
Innovation Works Development Fund, L.P.	May 14, 2024	Sale	344,400	US\$1.29
Innovation Works Development Fund, L.P.	May 15, 2024	Sale	98,406	US\$1.30
Innovation Works Development Fund, L.P.	May 16, 2024	Sale	163,275	US\$1.25
Innovation Works Development Fund, L.P.	May 17, 2024	Sale	234,327	US\$1.30
Innovation Works Development Fund, L.P.	May 18, 2024	Sale	243,591	US\$1.42
Innovation Works Development Fund, L.P.	May 20, 2024	Sale	30,600	US\$1.36
Innovation Works Development Fund, L.P.	May 21, 2024	Sale	43,524	US\$1.33
Innovation Works Development Fund, L.P.	May 22, 2024	Sale	106,500	US\$1.30
Innovation Works Development Fund, L.P.	May 23, 2024	Sale	16,500	US\$1.29
Innovation Works Development Fund, L.P.	May 24, 2024	Sale	4,800	US\$1.23
Innovation Works Development Fund, L.P.	May 28, 2024	Sale	42,600	US\$1.16
Innovation Works Development Fund, L.P.	May 29, 2024	Sale	26,400	US\$1.14
Innovation Works Development Fund, L.P.	May 30, 2024	Sale	81,945	US\$1.11
Innovation Works Development Fund, L.P.	May 31, 2024	Sale	103,776	US\$1.11

APPENDIX IV**GENERAL INFORMATION**

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Development Fund, L.P.	June 1, 2024	Sale	82,200	US\$1.07
Innovation Works Development Fund, L.P.	June 3, 2024	Sale	64,500	US\$1.09
Innovation Works Development Fund, L.P.	June 4, 2024	Sale	63,006	US\$1.08
Innovation Works Development Fund, L.P.	June 5, 2024	Sale	81,900	US\$1.08
Innovation Works Development Fund, L.P.	June 6, 2024	Sale	241,200	US\$1.10
Innovation Works Development Fund, L.P.	June 7, 2024	Sale	136,635	US\$1.14
Innovation Works Development Fund, L.P.	June 8, 2024	Sale	92,487	US\$1.14
Innovation Works Development Fund, L.P.	June 11, 2024	Sale	5,700	US\$1.13
Innovation Works Development Fund, L.P.	June 12, 2024	Sale	6,000	US\$1.05
Innovation Works Development Fund, L.P.	June 13, 2024	Sale	66,066	US\$1.04
Innovation Works Development Fund, L.P.	June 14, 2024	Sale	7,500	US\$1.01
Innovation Works Development Fund, L.P.	June 15, 2024	Sale	62,670	US\$1.00
Innovation Works Development Fund, L.P.	June 17, 2024	Sale	5,700	US\$0.98
Innovation Works Development Fund, L.P.	June 18, 2024	Sale	79,056	US\$0.99
Innovation Works Development Fund, L.P.	June 22, 2024	Sale	5,700	US\$0.94
Innovation Works Development Fund, L.P.	June 28, 2024	Sale	6,900	US\$0.90
Innovation Works Development Fund, L.P.	July 1, 2024	Sale	86,397	US\$0.91
Innovation Works Development Fund, L.P.	July 2, 2024	Sale	57,000	US\$0.91
Innovation Works Development Fund, L.P.	July 3, 2024	Sale	129,900	US\$0.96
Innovation Works Development Fund, L.P.	July 4, 2024	Sale	63,999	US\$1.01

Name of party	Date of transaction	Nature of transaction	No. of Shares	Price per Share (US\$/HK\$)
Innovation Works Development Fund, L.P.	July 5, 2024	Sale	85,800	US\$1.07
Innovation Works Development Fund, L.P.	July 6, 2024	Sale	37,428	US\$1.06
Innovation Works Development Fund, L.P.	July 8, 2024	Sale	31,998	US\$1.06

As of the Latest Practicable Date, the Company had no agreement, arrangement, or understanding to transfer, charge, or pledge any of the Class A Ordinary Shares (including in the form of ADSs) pursuant to the Offers to any other persons.

As of the Latest Practicable Date, there was no agreement or arrangement to which the Company was a party related to circumstances in which a party might or might not invoke or seek to invoke a pre-condition or a condition to the Offers.

MARKET PRICES

The following table sets forth the closing prices per Class A Ordinary Share on the Hong Kong Stock Exchange and the closing prices per ADS on the NYSE on (i) the Latest Practicable Date, (ii) the Last Trading Day (in respect of Class A Ordinary Shares) and the NYSE trading day prior to the Last Trading Day (in respect of ADSs), and (iii) the last trading day of each of the calendar months during the Relevant Period.

Date	Closing price per Class A Ordinary Share (HK\$)	Closing price per ADS⁽¹⁾ (US\$)
January 31, 2024	11.24	4.6752
February 29, 2024	11.90	4.7940
March 28, 2024	10.60	4.1034
April 30, 2024	9.97	4.0746
May 31, 2024	8.21	3.2600
June 28, 2024	6.83	2.7300
July 19, 2024 (Last Trading Day for Class A Ordinary Shares)/July 18, 2024 (U.S. Eastern Time (the NYSE trading day prior to the Last Trading Day for ADSs)	8.50	3.0600
July 31, 2024	8.50	3.3000
August 30, 2024	8.35	3.3100

Date	Closing price per Class A Ordinary Share (HK\$)	Closing price per ADS⁽¹⁾ (US\$)
September 5, 2024 (The last trading day of the Hong Kong Stock Exchange prior to the Latest Practicable Date for Class A Ordinary Shares)/September 5, 2024 (U.S. Eastern Time) (the NYSE trading day prior to the Latest Practicable Date for ADSs)	8.37	3.43

Note:

- (1) On May 10, 2024, we effected a change in the ratio of ADSs to Class A Ordinary Shares from two ADSs representing one Class A ordinary share to a new ratio of one ADS representing three Class A Ordinary Shares. Closing prices per ADS have been retrospectively adjusted to reflect this ADS ratio change for all periods presented.

The highest and lowest closing prices per Class A Ordinary Share as quoted on the Hong Kong Stock Exchange during the Relevant Period were HK\$12.60 per Share on January 25, 2024 and HK\$6.83 per Share on June 28, 2024, respectively.

The highest and lowest closing prices per ADS as quoted on the NYSE during the Relevant Period were US\$2.59 per ADS on June 27, 2024 and US\$5.3706 per ADS on January 3, 2024, respectively. The ADR ratio change has been retrospectively applied for all presented ADR prices.

ARRANGEMENTS AFFECTING DIRECTORS

No benefit has been or will be given to any Director as compensation for loss of office or otherwise in connection with the Offers.

As of the Latest Practicable Date, there was no agreement or arrangement between any Director and any other person that was conditional on or dependent upon the outcome of the Offers or otherwise connected with the Offers.

As of the Latest Practicable Date, there was no agreement, arrangement, or understanding (including any compensation arrangement) that existed between (i) the Company or any person acting in concert with it and (ii) any of the Directors, which had any connection with or was dependent upon the Offers.

DIRECTORS' SERVICE CONTRACTS

As of the Latest Practicable Date, none of the Directors had entered into a service contract with the Company or any of its subsidiaries or associated companies that (i) (including both continuous and fixed term contracts) had been entered into or amended within 6 months before the commencement of the Offer Period; (ii) is a continuous contract with a notice period of 12 months or more, or (iii) is a fixed term contract with more than 12 months to run irrespective of the notice period.

MATERIAL LITIGATION

As of the Latest Practicable Date, no member of the Group was involved in any litigation or arbitration of material importance and no litigation or claim of material importance was pending or threatened by or against any member of the Group.

MATERIAL CONTRACTS

The Group did not enter into any contracts that were or might be material (other than those entered into in the ordinary course of business carried on or intended to be carried on by the Company or any of its subsidiaries) within the two years immediately preceding the commencement date of the Offer Period and up to the Latest Practicable Date.

EXPERTS AND CONSENTS

The following are the qualifications of the experts who have given opinions or advices in this Offer Document:

Name	Qualification
Deutsche Bank	A registered institution under the SFO to carry out type 1 (dealing in securities), type 4 (advising on securities), type 6 (advising on corporate finance), and type 9 (asset management) regulated activities under the SFO
Independent Financial Adviser	A corporation licensed to carry out Type 4 (advising on securities), Type 6 (advising on corporate finance) and Type 9 (asset management) regulated activities under the SFO
PricewaterhouseCoopers	Certified public accountants under Professional Accountants Ordinance (Chapter 50 of the Laws of Hong Kong) and Registered Public Interest Entity Auditor under Accounting and Financial Reporting Council Ordinance (Chapter 588 of the Laws of Hong Kong)

Each of Deutsche Bank, the Independent Financial Adviser and PricewaterhouseCoopers has given and has not withdrawn its written consent to the issue of this Offer Document with the inclusion herein of its opinion or letter (as the case may be) and references to its name, in the form and context in which they respectively appear.

None of Deutsche Bank, the Independent Financial Adviser and PricewaterhouseCoopers has any shareholding in any member of the Group or the right (whether legally enforceable or not) to subscribe for or to nominate persons to subscribe for securities in any member of the Group.

DOCUMENTS AVAILABLE FOR INSPECTION

Copies of the following documents are available for inspection (i) on the website of the Company (<https://ir.zhihu.com>); and (ii) on the website of the Securities and Futures Commission (www.sfc.hk) from the date of this Offer Document for so long as the Offers remain open for acceptance:

- (a) the Articles of Association of the Company,
- (b) the Prospectus,
- (c) the annual reports of the Company for the years ended December 31, 2022 and 2023,
- (d) the 2024 Interim Results Announcement,
- (e) the letter from the Board, the text of which is included in this Offer Document,
- (f) the letter from Deutsche Bank, the text of which is included in this Offer Document,
- (g) the letter from the Independent Board Committee, the text of which is included in this Offer Document,
- (h) the letter from the Independent Financial Adviser, the text of which is included in this Offer Document,
- (i) the report from PricewaterhouseCoopers in respect of the unaudited pro forma financial information of the Group, the text of which is set out in Appendix III to this Offer Document,
- (j) the Irrevocable Undertakings, and
- (k) the written consents as referred to in the section headed “Experts and Consents” in this Appendix IV.

MISCELLANEOUS

- (a) The registered office of the Company is situated at PO Box 309, Ugland House, Grand Cayman KY1-1104, Cayman Islands.
- (b) The head office and principal place of business of the Company in the People's Republic of China is situated at 18 Xueqing Road, Haidian District, Beijing 100083, People's Republic of China.
- (c) The principal place of business of the Company in Hong Kong is situated at 5/F, Manulife Place, 348 Kwun Tong Road, Kowloon, Hong Kong.
- (d) The principal place of business of Deutsche Bank in Hong Kong is situated at 58-61/F, International Commerce Centre, 1 Austin Road West, Kowloon, Hong Kong.
- (e) Members of the Deutsche Bank Concert Group are presumed to be acting in concert with the Company in accordance with class 5 of the definition of "acting in concert" under the Takeovers Code.

The following information is for ADS holders wishing to participate in the U.S. Offer with respect to ADSs and does not apply to Shareholders. ADS holders are directed to both Appendix I and this Appendix V for details of the U.S. Offer with respect to ADSs.

INTRODUCTION

The Company hereby offers to buy back up to 46,921,448 of its Class A Ordinary Shares (including in the form of ADSs) for HK\$9.11 per share (equivalent of US\$3.50 per ADS) in cash, upon the terms and subject to the conditions set forth in this Offer Document and the related materials. ADS holders and U.S. Shareholders also should refer to the U.S. Offer to Purchase and the related materials. All U.S. dollar payments to tendering ADS holders pursuant to the U.S. Offer will be rounded to the nearest whole cent. The Company will not pay interest on the Offer Price for ADSs or Class A Ordinary Shares pursuant to the U.S. Offer.

The U.S. Offer is addressed to ADS holders, wherever located, and holders of Class A Ordinary Shares that are residents of, or located in, the United States. The Offers qualify for the “Tier II” cross-border tender offer exemption in accordance with Rule 13e-4(i) under the Exchange Act, and, as a result, are exempt from certain provisions of Regulation 14E under the Exchange Act or otherwise applicable U.S. statutes and rules relating to tender offers. Accordingly, the Offers have been structured as two separate offers, namely the U.S. Offer and Non-U.S. Offer, to comply with differences in U.S. and Hong Kong laws. **ADSs may not be tendered in the Non-U.S. Offer.**

An ADS holder tendering ADSs in the U.S. Offer will have to pay ADS cancellation fees, but not ADS cash distribution fees, payable to the Depository. You should consult your broker, dealer, commercial bank, trust company, or other nominee to determine whether any additional charges will apply.

Tendering holders who are the record holders of ADSs or Class A Ordinary Shares would not be obligated to pay brokerage fees or commissions on the buy-back of ADSs or Class A Ordinary Shares by the Company pursuant to the U.S. Offer. Holders who beneficially own ADSs or Class A Ordinary Shares through broker, dealer, commercial bank, trust company, or other nominee should check with such broker, dealer, commercial bank, trust company, or other nominee as to whether they will charge any service fees. In addition, if you fail to provide an IRS Form W-9 or the appropriate IRS Form W-8, as applicable, you may be subject to U.S. backup withholding. The Company will pay all charges and expenses of the Tender Agent, the Paying Agent, and the Information Agent incurred in connection with the U.S. Offer and in accordance with the terms of the agreements entered into by and between the Company or its affiliate and each such person.

The U.S. Offer commenced on Monday, September 9, 2024 and will expire at 4:00 a.m., New York City time, on Wednesday, October 30, 2024 (as may be extended as set forth in this U.S. Offer to Purchase).

The Offers are conditional upon the approval by more than 50% of the votes cast by the independent shareholders in attendance either in person or by proxy by way of a poll having been obtained at the EGM to be held at 10:00 a.m., Hong Kong time, on Wednesday, October 16, 2024 in respect of the Offers. This Condition cannot be waived. Accordingly, if this Condition is not satisfied on or before December 31, 2024, the Offers will not proceed. The U.S. Offer is not subject to any financing or minimum tender condition.

Neither this Offer Document nor the U.S. Offer to Purchase constitutes a solicitation of a proxy, consent, or authorization for or with respect to any meeting of, or action by written consent by, the Company's shareholders.

The Information Agent with respect to the U.S. Offer for ADSs is Broadridge Corporate Issuer Solutions, LLC. If you are an ADS holder, bank, broker, or institutional holder and have questions on how you can participate in the U.S. Offer in respect of the ADSs, please call the Information Agent at +1 (855) 793-5068 (toll-free from the United States) and +1 (888) 789-8409 (from other countries) from 9:00 a.m. to 6:00 p.m., New York City time, Monday to Friday.

Please note that the Information Agent will only be able to provide information contained in this Offer Document, the U.S. Offer to Purchase, the Form of Acceptance, and ADS Letter of Transmittal and will be unable to give advice on the merits of the Offers or to provide financial, investment, or taxation advice. If you need additional copies of the U.S. Offer to Purchase or the ADS Letter of Transmittal (or the Form of Acceptance for Class A Ordinary Shares in the United States), please contact our Information Agent.

FURTHER INFORMATION ON THE U.S. OFFER IN RESPECT OF ADSS

1. U.S. Offer Price

Upon the terms and subject to the conditions of the U.S. Offer, including the satisfaction of the Condition of the U.S. Offer, and provided that the U.S. Offer has not been terminated by the Expiration Date, the Company will, promptly after the Latest Acceptance Time, accept for payment all ADSs and Class A Ordinary Shares validly tendered and not properly withdrawn before the Latest Acceptance Time pursuant to the U.S. Offer. The Company will pay for such ADSs (through the Paying Agent) and Class A Ordinary Shares (through the Registrar) promptly (and in any event within 7 Business Days) after the Expiration Date.

The Offer Price for the ADSs accepted for payment pursuant to the U.S. Offer will be US\$3.50 per ADS in cash and will be settled in U.S. dollars. The payment will be made, less the amount of any fees, expenses, and withholding taxes that may be applicable, to such ADS holders. The amounts will be deposited by the Company with the Paying Agent for payment to ADS holders. All payments to tendering ADS holders pursuant to the U.S. Offer will be rounded to the nearest whole U.S. cent.

2. Procedures for Accepting the U.S. Offer and Tendering ADSs

An ADS holder that intends to accept the U.S. Offer for all or any portion of such holder's ADSs may validly tender such ADSs by following the instructions below and in the ADS Letter of Transmittal.

Registered Holders of ADRs

If you are a registered holder of ADRs, you must properly complete and duly execute the ADS Letter of Transmittal and all other documents required by the ADS Letter of Transmittal, and you should timely submit these documents bearing your original signature, together with the ADRs evidencing the ADSs that you intend to tender, to the Tender Agent at the address set forth in the ADS Letter of Transmittal, such that the Tender Agent receives these documents before the Latest Acceptance Time. **Do NOT send any ADRs, the ADS Letter of Transmittal, or any related documents to the Company, the Depository, or the Registrar.** Note that, in some circumstances, your signature on the ADS Letter of Transmittal or the signature of an endorser of the tendered ADRs must be guaranteed by a Medallion Guarantee.

Registered Holders of Uncertificated ADSs on the Books of the Depository

If you are a registered holder of uncertificated ADSs on the books of the Depository, which is JPMorgan Chase Bank, N.A., you must properly complete and duly execute the ADS Letter of Transmittal, which is also available from the Information Agent, and timely deliver it bearing your original signature, together with all other documents required by the ADS Letter of Transmittal, to the Tender Agent at the address set forth in the ADS Letter of Transmittal, such that the Tender Agent receives these documents before the Latest Acceptance Time. **Do NOT send the ADS Letter of Transmittal or any related documents to the Company, the Depository, or the Registrar.** Note that, in some circumstances, your signature on the ADS Letter of Transmittal must be guaranteed by a Medallion Guarantee.

ADSs Held through a Broker, Dealer, Commercial Bank, Trust Company, or Other Nominee in the DTC System

If you hold ADSs through a broker, dealer, commercial bank, trust company, or other nominee in the DTC system, you should promptly contact your broker, dealer, commercial bank, trust company, or other nominee and request that such nominee tender your ADSs on your behalf through DTC. In order for a book-entry transfer to constitute a valid tender of your ADSs into the U.S. Offer, the ADSs must be tendered by your nominee before the Latest Acceptance Time. Further, before the Latest Acceptance Time, the Tender Agent must receive (i) a confirmation of such tender of your ADSs and (ii) an Agent's Message.

DTC, participants in DTC, and other securities intermediaries are likely to establish cut-off times and dates that are earlier than the Latest Acceptance Time to receive instructions to tender ADSs. Note that if your ADSs are held through a broker, dealer, commercial bank, trust company, or other nominee and your broker, dealer, commercial bank, trust company, or

other nominee tenders your ADSs as instructed by you, your nominee may charge you a transaction or service fee. You should consult your nominee to determine the cut-off time and date applicable to you, and whether you will be charged any transaction or service fee.

The method of delivery of the ADS Letter of Transmittal and all other required documents, including delivery through DTC, is at the option and sole risk of the tendering ADS holder, and delivery will be considered made only when the Tender Agent actually receives the ADS Letter of Transmittal and all other required documents. If delivery is by mail, registered mail with return receipt requested, properly insured, is encouraged and strongly recommended. In all cases, sufficient time should be allowed to ensure timely delivery before the Latest Acceptance Time.

DO NOT DELIVER ANY DOCUMENTS TO THE COMPANY, THE DEPOSITARY, OR THE REGISTRAR. DELIVERY OF THE ADS LETTER OF TRANSMITTAL OR ANY OTHER REQUIRED DOCUMENTS TO THE COMPANY, THE DEPOSITARY, OR THE REGISTRAR DOES NOT CONSTITUTE A VALID TENDER.

Surrendering ADSs for Class A Ordinary Shares to Tender Class A Ordinary Shares in the U.S. Offer

As an alternative to tendering ADSs into the U.S. Offer, an ADS holder may surrender its ADSs, withdraw the Class A Ordinary Shares from the ADS program in which they are deposited and participate directly in the U.S. Offer as a U.S. Qualifying Shareholder or otherwise participate directly in the Non-U.S. Offer. The ADS holder should surrender to the Depositary the ADSs representing Class A Ordinary Shares that it wishes to tender into the U.S. Offer or the Non-U.S. Offer, as applicable, pay a fee to the Depositary at a rate of US\$5.00 per 100 ADS for the surrender of those ADSs, and pay any taxes and government charges or other charges payable in connection with such surrender and withdrawal, and otherwise comply with the terms and conditions of the Deposit Agreement. Then such Shareholder should follow the procedures for tendering Class A Ordinary Shares.

These procedures could take a significant amount of time, possibly weeks, to complete and you should allow ample time for these procedures to be completed before the Latest Acceptance Time.

Signature Guarantees

No signature guarantee is required on the ADS Letter of Transmittal if the (i) ADS Letter of Transmittal is signed by the registered holder (which term, for purposes of this paragraph, includes any participant in DTC's (as the book-entry transfer facility) systems whose name appears on a security position listing as the owner of the ADSs) of the ADSs tendered therewith, unless such holder has completed either the box entitled "Special Payment Instructions" on the ADS Letter of Transmittal or (ii) ADSs are tendered for the account of a financial institution (including most commercial banks, savings and loans associations, and brokerage houses) that is a member in good standing of a recognized Medallion Program

approved by the Securities Transfer Association, Inc., including the Securities Transfer Agents Medallion Program (STAMP), the NYSE Medallion Signature Program (SEMP), and the Stock Exchanges Medallion Program (each, an “Eligible Institution,” and collectively, “Eligible Institutions”). In all other cases, all signatures on an ADS Letter of Transmittal must be guaranteed by an Eligible Institution. See the instructions of the ADS Letter of Transmittal. If an ADS is registered in the name of a person other than the signatory of the ADS Letter of Transmittal, or if payment is to be made to a person other than the registered holder, then the ADR must be endorsed or transferred by the registered holder or a proper separate instrument of transfer signed by the registered holder must be provided, and the signature on the endorsement or instrument of transfer must be guaranteed by a Medallion Guarantee.

No Guaranteed Delivery

Please note that neither the ADSs nor the Class A Ordinary Shares may be tendered in the U.S. Offer by guaranteed delivery.

The method of delivery of the ADS Letter of Transmittal and all other required documents, including delivery through DTC as the book-entry transfer facility, is at the option and risk of the tendering ADS holder, and the delivery will be deemed made only when actually received by the Tender Agent (including, in the case of a book-entry transfer, receipt of a book-entry confirmation). If delivery is by mail, registered mail with return receipt requested, properly insured, is recommended. In all cases, sufficient time should be allowed to ensure timely delivery.

Determination of Validity

All questions as to the validity, form, eligibility (including time of receipt) and acceptance for payment of any tender of ADSs, including questions as to the proper completion of any ADS Letter of Transmittal or other required documents, will be determined by the Company in its sole and absolute discretion (which may be delegated to the Tender Agent), which determination will be final and binding on all parties. The Company reserves the absolute right to reject any and all tenders of ADSs determined by it not to be in proper form or the acceptance for payment of, or payment for, which may, in the opinion of its counsel, be unlawful. The Company also reserves the absolute right to waive any defect or irregularity in the tender of any ADSs of any particular ADS holder, whether or not similar defects or irregularities are waived in the case of other ADS holders. No tender of ADSs will be deemed to have been validly made until all defects and irregularities have been cured or waived to the satisfaction of the Company. The Company and the Tender Agent will make reasonable efforts to notify any person of any defect in any ADS Letter of Transmittal submitted to the Tender Agent. However, neither we nor any of our affiliates or assigns nor any other person will be under any duty to give notification of any defects or irregularities in tenders or incur any liability for failure to give any such notification.

If you are in any doubt about the procedure for tendering ADSs into the U.S. Offer, please contact the Information Agent.

Other Requirements

By executing the ADS Letter of Transmittal as set forth above, a tendering ADS holder irrevocably appoints designees of the Company as such ADS holder's attorneys-in-fact and proxies, each with full power of substitution, in the manner set forth in the ADS Letter of Transmittal, to the full extent of such ADS holder's rights with respect to the ADSs tendered by such ADS holder and accepted for payment by the Company (including, with respect to any and all other ADSs or other securities issued or issuable in respect of such ADSs, on or after the date of the U.S. Offer to Purchase). All such powers of attorney and proxies will be irrevocable and considered coupled with an interest in the tendered ADSs. Such appointment will be effective when, and only to the extent that, the Company accepts such ADSs for payment. Upon such acceptance for payment, all prior powers of attorney, proxies, and consents given by such ADS holder with respect to such ADSs (and such other rights and securities) will be revoked without further action, and no subsequent powers of attorney, proxies, consents, or revocations may be given nor any subsequent written consent executed by such ADS holder (and, if given or executed, will not be deemed to be effective) with respect thereto. The designees of the Company will, with respect to the ADSs and other securities for which the appointment is effective, be empowered to exercise all voting and other rights of such ADS holder as they in their sole discretion may deem proper at any annual or special meeting of the Company's shareholders or any adjournment or postponement thereof, by written consent in lieu of any such meeting or otherwise. The Company reserves the right to require that, in order for ADSs to be deemed validly tendered, immediately upon the Company's acceptance for payment for such ADSs, the Company must be able to exercise full voting, consent, and other rights with respect to such ADSs or rights, including voting at any meeting of shareholders or executing a written consent concerning any matter.

The tender of ADSs pursuant to any one of the procedures described above will constitute the tendering ADS holders' acceptance of the U.S. Offer, as well as the tendering ADS holder's representation and warranty that such holder has the full power and authority to tender and assign the ADSs tendered, as specified in the ADS Letter of Transmittal. The Company's acceptance for payment of ADSs tendered pursuant to the U.S. Offer will constitute a binding agreement between the tendering ADS holder and the Company upon the terms and subject to the conditions of the U.S. Offer (and if the U.S. Offer is extended or amended, the terms of or the conditions to any such extension or amendment).

3. Withdrawal Rights

ADSs and Class A Ordinary Shares tendered pursuant to the U.S. Offer may be withdrawn at any time prior to the Latest Acceptance Time and, if we have not accepted your ADSs or Class A Ordinary Shares for payment by Tuesday, November 5, 2024 (which is the 40th U.S. Business Day) after the date of the commencement of the U.S. Offer), you may withdraw them at any time after that date until we accept your ADSs or Class A Ordinary Shares for payment. So long as the Company promptly settles the payment for the tendered ADSs or Class A Ordinary Shares (and in any event within 7 Business Days after the Expiration Date), and the Company intends to do so, the foregoing situation of withdrawal rights after 40 U.S. Business Days after the date of the commencement of the U.S. Offer will not arise. If you hold your

ADSs or Class A Ordinary Shares through a broker, dealer, commercial bank, trust company, or other nominee, you should be aware that your broker, dealer, commercial bank, trust company, or other nominee is likely to establish a cut-off time and date for receipt of instructions to withdraw previously tendered ADSs and Class A Ordinary Shares that is earlier than the Latest Acceptance Time. You should consult your broker, dealer, commercial bank, trust company, or other nominee to determine the specific cut-off times and dates that apply to you.

For a withdrawal by ADS holders to be effective, a written or facsimile transmission Form of Withdrawal must be timely received by the Tender Agent at its address set forth in the ADS Letter of Transmittal. If the ADRs to be withdrawn have been delivered or otherwise identified to the Tender Agent, then, prior to the physical release of such ADRs, the serial numbers shown on such ADRs must be submitted to the Tender Agent and the signature(s) on the Form of Withdrawal must be guaranteed by an Eligible Institution, unless such ADRs have been tendered for the account of an Eligible Institution. If ADSs have been tendered pursuant to the procedure for book-entry transfer, any Form of Withdrawal must also specify the name and number of the account at DTC (as the book-entry transfer facility) to be credited with the withdrawn ADSs. If you tendered your ADSs via DTC's ATOP system, you need to contact your broker, dealer, commercial bank, trust company, or other nominee, and have such securities intermediary process your withdrawal.

U.S. Qualifying Shareholders that wish to withdraw all of their tendered Class A Ordinary Shares must contact the Registrar or their nominee, as applicable, to process the withdrawal. A Form of Withdrawal must be duly completed and submitted to the Registrar before the Latest Acceptance Time in order for the Class A Ordinary Shares to be validly withdrawn from the U.S. Offer. U.S. Qualifying Shareholders should not send any Form of Withdrawal to the Tender Agent.

All questions as to the form and validity (including time of receipt) of any Form of Withdrawal will be determined by the Company, in its sole discretion, whose determination will be final and binding. None of the Company, the Tender Agent, or the Registrar will be under duty to give notification of any defects or irregularities in any Form of Withdrawal nor incur any liability for failure to give any such notification.

Withdrawals of tendered ADSs and Class A Ordinary Shares may not be rescinded. Any ADSs and Class A Ordinary Shares properly withdrawn will thereafter be deemed not to have been validly tendered for purposes of the U.S. Offer. However, withdrawn ADSs and Class A Ordinary Shares may be re-tendered at any time before the Latest Acceptance Time by again following one of the procedures for accepting U.S. Offer and tendering securities.

If we extend the U.S. Offer, are delayed in our buy-back of ADSs and Class A Ordinary Shares subject to Rule 13e-4(f)(5) under the Exchange Act, or are unable to buy back ADSs and Class A Ordinary Shares pursuant to the U.S. Offer for any reason, then, without prejudice to our rights under the U.S. Offer, the Tender Agent may, subject to applicable law, retain tendered ADSs on our behalf, and the ADSs may not be withdrawn except to the extent tendering security holders are entitled to withdrawal rights as described herein.

4. Acceptance for Payment and Payment for ADSs

The Offer Price for the ADSs accepted for payment pursuant to the U.S. Offer will be US\$3.50 per ADS in cash and will be settled in U.S. dollars. The payment will be made, less the amount of any fees, expenses, and withholding taxes that may be applicable, to such ADS holders. The amounts will be deposited by the Company with the Paying Agent for payment to ADS holders. All payments to tendering ADS holders pursuant to the U.S. Offer will be rounded to the nearest whole U.S. cent.

Payment for ADSs tendered by book-entry transfer will be made by crediting the account of the nominee holding the ADSs on behalf an ADS holder with DTC. If the ADSs are tendered by means of DTC's book-entry confirmation facilities, the Paying Agent will deliver the applicable amount of consideration in U.S. dollars to DTC, which will further allocate the applicable amount of consideration in U.S. dollars to the account of the DTC participant who tendered the ADSs on behalf of the ADS holder. If the ADSs are tendered in certificated form with a duly completed ADS Letter of Transmittal or in uncertificated form on the books of the Depository with a duly completed ADS Letter of Transmittal, the Paying Agent will issue a check for the applicable amount of consideration in U.S. dollars.

Payment of the Offer Price in respect of ADSs will be made by the Paying Agent only to the person identified on the ADS Letter of Transmittal as the seller of the tendered ADSs, and any of said persons will be treated both by the Company and by the Paying Agent as the sole owner and seller of the tendered ADSs. The Paying Agent will act as agent for tendering holders of ADSs, for the purpose of receiving payments from the Company and transmitting payments to such tendering holders of ADSs whose ADSs have been accepted for payment.

An ADS holder tendering ADSs in the U.S. Offer will have to pay ADS cancellation fees, but not ADS cash distribution fees, payable to the Depository. You should consult your broker, dealer, commercial bank, trust company, or other nominee to determine whether any additional charges will apply.

CERTAIN INFORMATION FOR ADS HOLDERS

If you are an ADS holder, bank, brokers, or institutional holder, and have questions on how you can participate in the U.S. Offer in respect of the ADSs, please call the Information Agent at +1 (855) 793-5068 (toll free from the United States) and +1 (888) 789-8409 (from other countries) from 9:00 a.m. to 6:00 p.m., New York City time, Monday to Friday.

Pursuant to Rule 13e-4(c)(2) under the Exchange Act, the Company has filed with the SEC an Issuer Tender Offer Statement on Schedule TO. The SEC maintains a website on the internet at <https://www.sec.gov> that contains reports and other information that the Company files with or furnishes to the SEC, including the Schedule TO and the exhibits and any amendments and supplements thereto. The Company will provide copies of such documents free of charge to its security holders.

NOTICE OF EGM

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Zhihu Inc.

知乎

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)

(NYSE: ZH; HKEX: 2390)

NOTICE OF EXTRAORDINARY GENERAL MEETING

to be held on October 16, 2024
(or any adjourned or postponed meeting thereof)

NOTICE IS HEREBY GIVEN that an extraordinary general meeting of Zhihu Inc. will be held at 10:00 a.m., Beijing time, on October 16, 2024 at Room Landing, Floor 1, Zone B, China Industry-Academy-Research Achievement Transformation Center, 18A Xueqing Road, Haidian District, Beijing 100083, People’s Republic of China for the purposes of considering and, if thought fit, passing the following resolution (the “**Proposed Resolution**”). Capitalized terms used but not specifically defined herein shall have the meanings ascribed to such terms in the Offer Document dated September 9, 2024 and, for U.S. Shareholders and ADS holders only, in the U.S. Offer to Purchase dated September 9, 2024.

The following resolution (a) will be proposed to be considered and if thought appropriate passed as an ordinary resolution of the Company:

“THAT:

the conditional cash offers (the “**Offers**”) to buy back up to 46,921,448 Class A ordinary shares (“**Class A Ordinary Share(s)**”) (including in the form of American depositary shares (“**ADS(s)**”) of the Company at a price of HK\$9.11 per Class A Ordinary Share (equivalent of US\$3.50 per ADS) in cash and subject to the terms and conditions set out in the Offer Document (a copy of which marked “A” has been produced to the EGM and initialed by the chairman of the EGM for the purpose of identification) and, for U.S. Shareholders and ADS holders only, in the U.S. Offer to Purchase, together with the accompanying Form of Acceptance and ADS Letter of Transmittal dispatched to the shareholders (the “**Shareholders**”) and ADS holders of the Company and dated September 9, 2024 be approved, without prejudice and in addition to any existing authority of the Company under the general mandate to buy back Shares and/or ADSs granted by the Shareholders at the annual general meeting of the Company on June 26, 2024, and that any one of the directors of the Company be and is hereby authorized to execute all such documents (and, where necessary, to affix the seal of the Company thereon in accordance with the articles of association of the Company) with or without amendments and do all such things as such director considers desirable, necessary or expedient in connection with or to give effect to any matters relating to or in connection with the Offers including without limitation, completion of the buy-back of Class A Ordinary Shares (including in the form of ADSs) pursuant to the Offers.”

NOTICE OF EGM

The passing of the Proposed Resolution requires approval by the holders of Class A Ordinary Shares and Class B Ordinary Shares of the Company who are Independent Shareholders by a simple majority of the votes cast by the members of the Company present and voting in person or by proxy at the EGM.

The quorum of the EGM shall be one or more members holding in aggregate not less than 10% of all votes attaching to all Shares in issue and entitled to vote at such general meeting (on a one vote per Share basis), present in person or by proxy.

Share EGM Record Date and ADS EGM Record Date

The Board has fixed the close of business on September 23, 2024, Hong Kong time, as the Share EGM Record Date. Holders of the Shares (as of the Share EGM Record Date) are entitled to attend and vote at the EGM and any adjourned meeting thereof.

Holders of record of ADSs as of the close of business on September 23, 2024, New York City time, which is the ADS EGM Record Date, who wish to exercise their voting rights for the underlying Class A Ordinary Shares must give voting instructions to the Depository.

Forms of Proxy and ADS Voting Instruction Cards

Whether or not you propose to attend and vote at the said meetings, please complete, sign, date, and return the accompanying form of proxy to the Registrar, Computershare Hong Kong Investor Services Limited (for holders of Class A and Class B Ordinary Shares) or your voting instructions to the Depository (for ADS holders) as promptly as possible and before the prescribed deadline if you wish to exercise your voting rights. Computershare Hong Kong Investor Services Limited must receive the form of proxy by no later than 10:00 a.m., Hong Kong time, on Monday, October 14, 2024; and JPMorgan Chase Bank, N.A. must receive your voting instructions by the time and date specified in the ADS voting instruction card to enable the votes attaching to the Class A Ordinary Shares represented by your ADSs to be cast at the EGM. Such form of proxy for use at the EGM is also published on the respective websites of the Hong Kong Stock Exchange (<https://www.hkexnews.hk>) and the Company (<https://ir.zhihu.com/>). Completion and return of the form of proxy will not preclude you from attending and voting at the EGM or at any adjournment or postponement thereof (as the case may be) in person should you so wish.

By order of the Board of Directors,
Zhihu Inc.

/s/Yuan Zhou

Yuan Zhou
Chairman of the Board

NOTICE OF EGM

Head Office:

18 Xueqing Road
Haidian District
Beijing 100083
People's Republic of China

Registered Office:

PO Box 309
Ugland House
Grand Cayman KY1-1104
Cayman Islands

September 9, 2024

As of the date of this notice, the board of directors of the Company comprises Mr. Yuan Zhou as an executive director, Mr. Dahai Li, Mr. Zhaohui Li, and Mr. Bing Yu as non-executive directors, and Mr. Hanhui Sam Sun, Ms. Hope Ni, and Mr. Derek Chen as independent non-executive directors.