

About MemeStrategy

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MemeStrategy (Stock code : 2440.HK) is Asia's first publicly listed virtual asset ecosystem venture, managed by the team behind 9GAG, the internationally renowned meme platform with over 200 million users. With extensive experience in social media and Web3 communities, MemeStrategy takes a human-centric approach, strategically investing in **three key growth areas: Artificial Intelligence (AI), Blockchain, and Culture**. By integrating technology with lifestyle, the Company allocates assets in mainstream cryptocurrencies and other promising virtual assets, while actively developing high-growth Web3 and AI cultural entertainment projects. Leveraging 9GAG's millions-user community resources, the company seeks to drive project growth including supporting Creator Economy 4.0, integrating creators' IP with Web3, while amplifying market influence, so as to serve as a bridge between the new economy and traditional finance.

MemeStrategy Team

The core management team of MemeStrategy consists of key members from 9GAG and Memeland. Ray Chan will assume the roles of Chairman and Chief Executive Officer of MemeStrategy. He is also the Chief Executive Officer and Co-founder of both 9GAG and Memeland. Several key members from 9GAG and Memeland have also joined the MemeStrategy Board as Executive Directors to collaboratively advance business development.

Past achievements of the team include:

- Ray Chan and other Co-Founders have propelled 9GAG to become one of the world's leading social media platforms in the humor category, boasting 200 million users across various social media channels, including Instagram (56 million), Facebook (40 million), X (16 million), Threads (6.5 million), Pinterest (3.9 million), TikTok (2.8 million), and WhatsApp (1.8 million).
- 9GAG secured support from Silicon Valley's largest startup accelerator, Y Combinator, and the globally recognized venture capital firm 500Global (formerly known as 500Startups), establishing 9GAG as a model for entrepreneurial excellence originating from Hong Kong.
- Ray Chan co-founded Memeland, a Web3 venture studio aimed at building and investing in content, community, and culture. Despite turbulent market conditions, Ray has quickly led Memeland to become a leader in Web3. Memeland has become Asia's No. 1 digital collectible brand, according to nftnow.com.
- Based on his past efforts, Ray Chan has received multiple industry accolades. He was selected as one of the 50 most influential people in crypto by Coindesk and one of the 30 most influential Hong Kong people in blockchain by BlockTempo in 2024. He has also been named NFT Now's NFT 100 in 2023, Prestige's 40 Under 40 in 2021, and Tatler's Gen.T Leaders of Tomorrow in 2018.