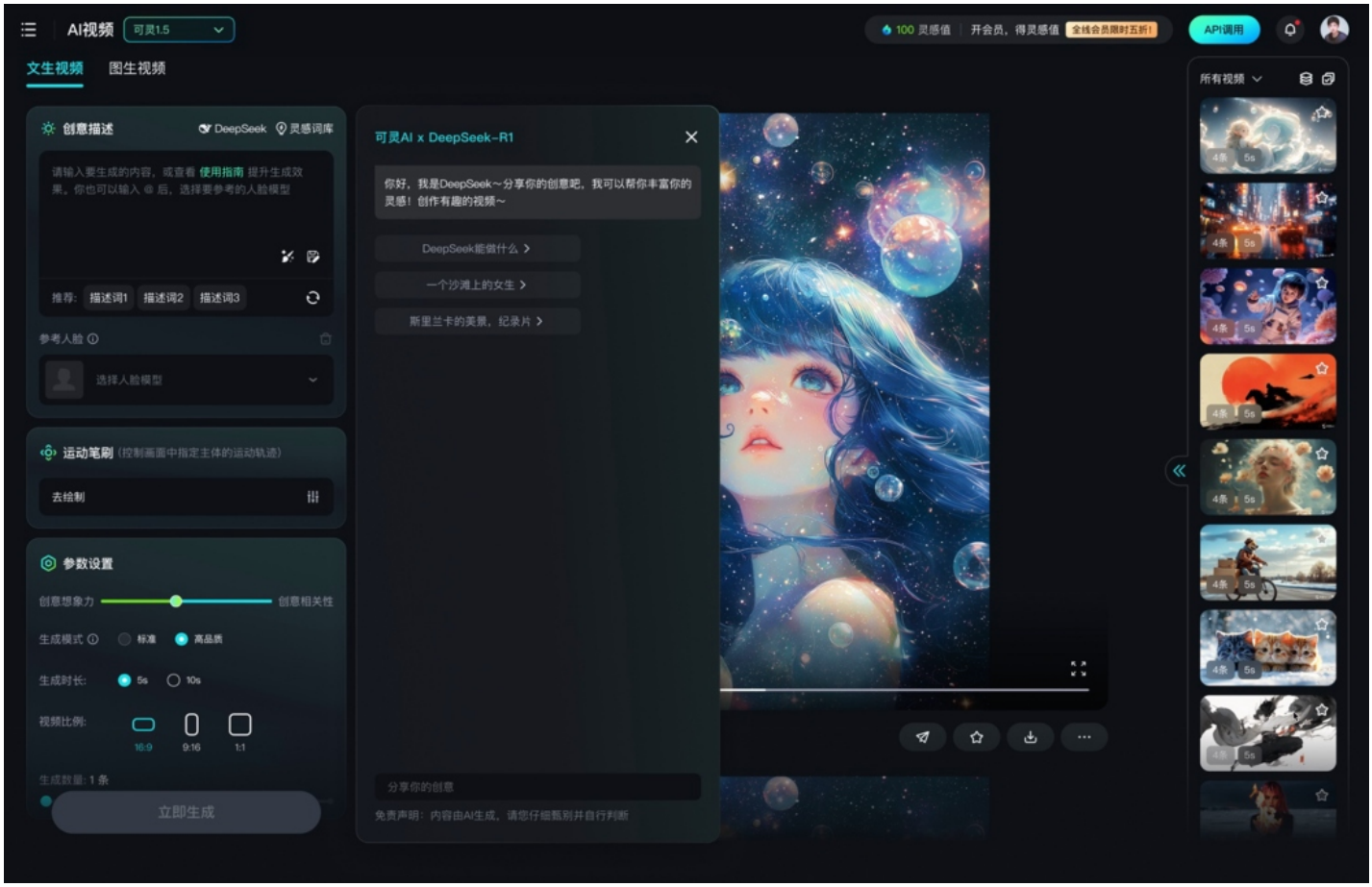
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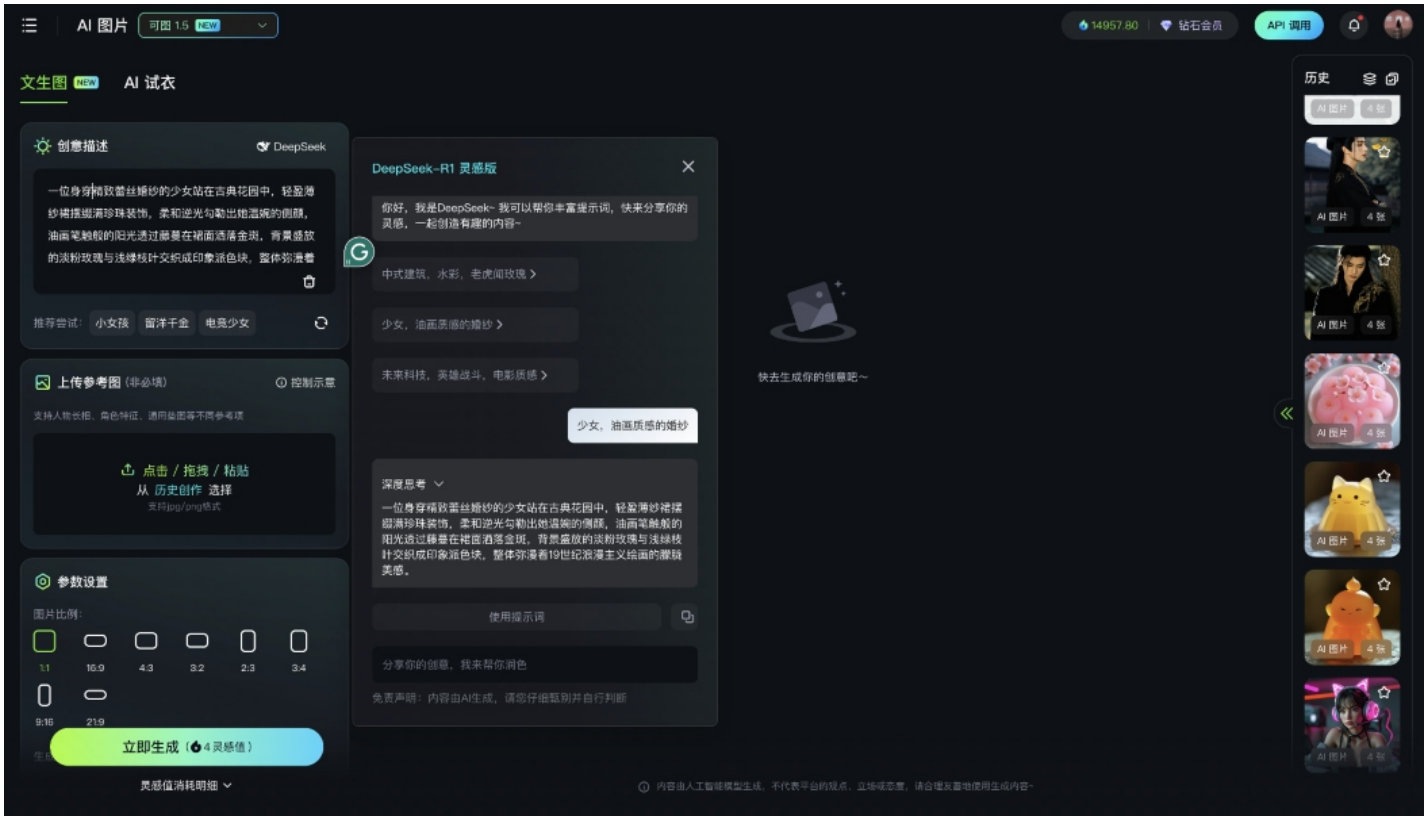
Kuaishou Kling AI Integrates DeepSeek, Lowering the Entry Barrier for AI-Powered Creative Content

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HONG KONG, March 17, 2025 (GLOBE NEWSWIRE) -- Kuaishou Technology ("Kuaishou" or the "Company"; HKD Counter Stock Code: 01024 / RMB Counter Stock Code: 81024), a leading content community and social platform, recently announced the full integration of DeepSeek-R1 into its large video generation model, Kling AI. This integration enables users to effortlessly transform their creative ideas into professional prompts for video and image generation with DeepSeek's assistance in generating or optimizing prompts, facilitating the creation of high-quality creative videos. In text-to-video scenarios, Kling AI DeepSeek Inspiration Version works seamlessly with the "Inspiration Word Bank" feature, providing users with granular control over scenes, lenses, shots, lighting, and atmosphere and thereby enhancing expressiveness.

As a next-generation AI creative studio developed by Kuaishou, Kuaishou Kling AI has been continuously iterated and upgraded since its launch last year. While maintaining its lead in model capabilities and generation effects, Kuaishou Kling AI has unveiled an array of rich creation features and creative activities. The integration of DeepSeek will further lower the entry barrier for AI creative content and enhance creation efficiency.





In December 2024, Kuaishou Kling AI officially launched the Kling AI 1.6 model, featuring upgraded video generation capabilities and significantly enhanced effects. Users can access the new features via the web portal (Chinese version: https://klingai.kuaishou.com; English version: https://klingai.com) or by searching for and downloading KLINGAI from the app store.

About Kuaishou

Kuaishou is a leading content community and social platform in China and globally, committed to becoming the most customer-obsessed company in the world. Kuaishou uses its technological backbone, powered by cutting-edge AI technology, to continuously drive innovation and product enhancements that enrich its service offerings and application scenarios, creating exceptional customer value. Through short videos and live streams on Kuaishou's platform, users can share their lives, discover goods and services they need and showcase their talent. By partnering closely with content creators and businesses, Kuaishou provides technologies, products, and services that cater to diverse user needs across a broad spectrum of entertainment, online marketing services, e-commerce, local services, gaming, and much more.

Forward-Looking Statements

Certain statements included in this press release, other than statements of historical fact, are forward-looking statements. Forward-looking statements generally can be identified by the use of forward-looking terminology such as "may", "might", "can", "could", "will", "would", "anticipate", "believe", "continue", "estimate", "expect", "forecast", "intend", "plan", "seek", or "timetable". These forward-looking statements, which are subject to risks, uncertainties, and assumptions, may include our business outlook, estimates of financial performance, forecast business plans, growth strategies and projections of anticipated trends in our industry. These forward-looking statements are based on information currently available to the Group and are stated herein on the basis of the outlook at the time of this press release. They are based on certain expectations, assumptions and premises, many of which are subjective or beyond our control. These forward-looking statements may prove to be incorrect and may not be realized in the future. Underlying these forward-looking statements are a large number of risks and uncertainties. In light of the risks and uncertainties, the inclusion of forward-looking statements in this press release should not be regarded as representations by the Board or the Company that the plans and objectives will be achieved, and investors should not place undue reliance on such statements. Except as required by law, we are not obligated, and we undertake no obligation, to release publicly any revisions to these forward-looking statements that might reflect events or circumstances occurring after the date of this press release or those that might reflect the occurrence of unanticipated events.

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Photos accompanying this announcement are available at

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