



羅兵咸永道

The Directors
Zhihu Inc.
No. 18 Xueqing Road,
Haidian District,
Beijing,
the People's Republic of China

September 9, 2024.

Dear Sirs,

We refer to the offer document dated September 9, 2024 in connection with the proposed conditional voluntary cash offers of Zhihu Inc. (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 "Offer Document"), a copy of which is attached and initialled by us on its front cover for the purpose of identification.

Our engagement to prepare this letter has been performed in accordance with Hong Kong Standard on Investment Circular Reporting Engagements 200, *Accountants' Reports on Historical Financial Information in Investment Circulars* issued by the Hong Kong Institute of Certified Public Accountants.

We hereby consent to the inclusion of our report on unaudited pro forma financial information dated September 9, 2024 in the Offer Document and the references to our name in the form and context in which they are included.

Yours faithfully,

A handwritten signature in black ink, appearing to read "PricewaterhouseCoopers", written over a faint, larger version of the same signature.

PricewaterhouseCoopers
Certified Public Accountants
Hong Kong