



Bilibili Inc.

哔哩哔哩股份有限公司

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立以不同投票權控制的有限責任公司)

(NASDAQ: BILI and HKEX: 9626)

(納斯達克代號: BILI及港交所代號: 9626)

10 April 2025

Dear non-registered shareholder(s),

Reminder letter regarding the Arrangement of Electronic Dissemination of Corporate Communications

With reference to the notification letter dated 31 January 2024 titled “Arrangement of Electronic Dissemination of Corporate Communications”, Bilibili Inc. (the “**Company**”) is writing to remind you that the Company has adopted electronic dissemination of corporate communications (the “**Corporate Communications**”), which mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors’ report, its annual accounts together with a copy of the auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular and (f) a proxy form.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at <https://ir.bilibili.com/> and the HKEXnews website at www.hkexnews.hk/ in place of printed copies.

For those shareholders whose email addresses have not been received by the Company from the Intermediaries for the receipt of Corporate Communications: As a non-registered shareholder, if you wish to receive Actionable Corporate Communications^(Note) from the Company, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your Shares are held (collectively, the “Intermediaries”) and provide your email address to your Intermediaries.

In support of this environmentally friendly communication, the Company recommends you to elect to receive Corporate Communications electronically. If you want to receive the Corporate Communications in printed form free of charge, please complete and return the reply form on the reverse side to the Company’s Hong Kong share registrar (the “**Share Registrar**”), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wan Chai, Hong Kong or send an email with a scanned copy of the duly completed reply form to bilibili.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form.

Should you have any queries relating to this letter, please contact the Share Registrar at (852)2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

Yours faithfully,
By order of the Board
Bilibili Inc.
Rui Chen
Chairman

Note: Actionable Corporate Communication is any corporate communication that seeks instructions from issuer’s securities holders on how they wish to exercise their rights or make an election as the issuer’s securities holder.

各位非登記股東：

以電子方式發布公司通訊安排的提示信函

根據日期為2024年1月31日有關「以電子方式發布公司通訊之安排」之通知信函所述，哔哩哔哩股份有限公司（「**公司**」）謹此提醒閣下，公司已採用以電子方式發布公司通訊（「**公司通訊**」）之安排，該公司通訊是指公司向向其任何證券持有人提供資訊或提醒其採取行動而發布或將要發布的任何文件，包括但不限於(a)董事報告、年度帳目以及審計報告副本以及（如適用）財務摘要報告；(b)中期報告及其中期報告摘要（如適用）；(c)會議通知；(d)上市文件；(e)通函和(f)委任表格。

請注意，所有未來公司通訊的英文版和中文版將在公司網站 <https://ir.bilibili.com/> 和披露易網站 www.hkexnews.hk 上提供，以代替印刷本。

對於公司尚未有從中介公司收到其用以接收公司通訊的電子郵件地址的股東：作為非登記股東，如有意收取可供採取行動的公司通訊^(附註)，閣下應聯絡代閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算（代理人）有限公司（統稱「**中介公司**」），並向閣下的中介公司提供閣下的電子郵件地址。

為響應對環境友善的通訊方式，公司建議閣下選擇以電子方式收取公司通訊。若閣下希望收取公司通訊之印刷版（費用全免），請填妥本函背頁之回條並交回公司的香港股份過戶登記處（「**股份過戶處**」）香港中央證券登記有限公司，地址為香港灣仔皇后大道東183號合和中心17M樓，或把已填妥之回條的掃描副本以電郵發送至 bilibili.ecom@computershare.com.hk，並註明閣下的姓名、地址以及收取公司通訊印刷版的要求。

如閣下對本函件有任何疑問，請於辦公時間星期一至五（香港公眾假期除外）上午9時正至下午6時正（香港時間）期間致電股份過戶處(852)2862 8688查詢。

承董事會命
哔哩哔哩股份有限公司
主席
陳睿
謹啟

2025年4月10日

附註：可供採取行動的公司通訊指任何涉及要求發行人的證券持有人指示其擬如何行使其有關證券持有人的權利或作出選擇的公司通訊。



REPLY FORM 回條

To: Computershare Hong Kong Investor Services Limited (the "Share Registrar")
17M Floor, Hopewell Centre
183 Queen's Road East, Wan Chai, Hong Kong

致：香港中央證券登記有限公司（「股份過戶處」）
香港灣仔皇后大道東 183 號
合和中心 17M 樓

REMINDER 提示

As a non-registered shareholder, if you wish to receive Actionable Corporate Communications*, you should liaise with your bank(s), broker(s), custodian(s), nominee(s) or HKSCC Nominees Limited through which your shares are held (collectively, the "Intermediaries") and provide your email address to your Intermediaries.

作為非登記股東，如有意收取可供採取行動的公司通訊*，閣下應聯絡閣下持有股份的銀行、經紀、託管商、代理人或香港中央結算（代理人）有限公司（統稱「中介公司」），並向閣下的中介公司提供閣下的電子郵件地址。

Request for Corporate Communications* in printed form / 要求收取公司通訊*印刷版

(Please mark "✓" in the below box if applicable) (如適用，請在以下方格內劃上「✓」號)

Name of the listed company (the "Company"): **Bilibili Inc.**
上市公司（「公司」）名稱：**哔哩哔哩股份有限公司**

☐ I/we would like to receive future Corporate Communications* in printed form and noted that this instruction is valid only for one year starting from the receipt date.
本人／我們欲收取未來公司通訊*的印刷版，並已知悉本指示由收取指示日期起計一年內有效。

Name(s) of non-registered holder(s):
非登記股東姓名：

Signature(s): (Note 1)
簽名：(附註 1)

(Please use ENGLISH BLOCK LETTERS 請用英文正楷填寫)

Contact number:
聯絡電話號碼：

Date:
日期：

Notes 附註：

- This Reply Form is addressed to non-registered holder(s) ("Non-registered holder" means such person or company whose shares are held in The Central Clearing and Settlement System (CCASS) and who has notified the Company from time to time through Hong Kong Securities Clearing Company Limited that such person or company wishes to receive Corporate Communications*).
此回條乃向本公司之非登記股東（「非登記股東」指股份存放於中央結算及交收系統的人士或公司，已透過香港中央結算有限公司不時向本公司發出通知，表示欲收取公司通訊*）發出。
 - Please complete all your details clearly.
請清楚填寫所有資料。
 - Any Reply Form with no box marked (✓), with no signature or is otherwise incorrectly completed will be void.
如在本回條未有在方格內劃上「✓」號，或未有簽署，或在其他方面填寫不正確，則本表格將會作廢。
 - For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form.
為免存疑，在本回條上的任何額外指示，公司將不予處理。
- * Unless otherwise specified, Corporate Communications refer to any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to the annual report, interim report, notice of meeting, circular and proxy form. Actionable Corporate Communications. Actionable Corporate Communications refer to any corporate communication that seeks instructions from the securities holders on how they wish to exercise their rights or make an election as securities holders.
除非另有註明，公司通訊乃指公司已發出或將予發出以供其任何證券的持有人參照或採取行動的任何文件，其中包括但不限於年報、中期報告、會議通告、通函及代表委任表格。可供採取行動的公司通訊指任何涉及要求證券持有人指示其擬如何行使具有關證券持有人的權利的公司通訊。

PERSONAL INFORMATION COLLECTION STATEMENT
收集個人資料聲明

- "Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO").
本聲明中所指的「個人資料」與香港法例第 486 章《個人資料（私隱）條例》（「《私隱條例》」）中「個人資料」的涵義相同。
- Your Personal Data provided in this Reply Form will be used in connection with the Company's electronic dissemination of Corporate Communications. Your supply of Personal Data to the Company is on a voluntary basis. In case of a failure to provide sufficient information, the Company may not be able to process your instructions and/or requests as stated in this Reply Form. 閣下於本回條所提供的個人資料將用於有關公司以電子方式發布公司通訊的事宜上。閣下是自願向本公司提供個人資料。若閣下未能提供足夠資料，本公司可能無法處理閣下在本回條上所述的指示及/或要求。
- Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by law and will be retained for such period as may be necessary for our verification and record purposes.
公司可就任何所說明的用途或在法例規定的情況下，將閣下的個人資料披露或轉移給公司的附屬公司、股份過戶處、及/或其他公司或團體，並將在適當期間保留該等個人資料作核實及紀錄用途。
- You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing, by mail to the Hong Kong Privacy Officer of the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong or by email at PrivacyOfficer@computershare.com.hk.
閣下有權根據《私隱條例》的條文查閱及/或修改閣下的個人資料。任何該等查閱及/或修改個人資料的要求均須以書面方式郵寄至股份過戶處（地址為香港灣仔皇后大道東 183 號合和中心 17M 樓）向香港隱私主任提出，或發送電郵至 PrivacyOfficer@computershare.com.hk。

Mailing Label 郵寄標籤

Computershare Hong Kong Investor Services Limited
香港中央證券登記有限公司
Freepost No. 簡便回郵號碼：37
Hong Kong 香港

Please cut the mailing label and stick it on an envelope to return this form to us.

No postage is necessary if posted in Hong Kong.

當閣下寄回此回條時，請將郵寄標籤剪貼於信封上。
如在本港投寄，閣下無需支付郵費或貼上郵票。