

HYPEBEAST

Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限公司)

(Stock Code / 股份代號: 00150)

HYPEBEAST LIMITED (THE “COMPANY”) - NOTICE OF PUBLICATION OF 2024/25 ANNUAL REPORT, CIRCULAR AND PROXY FORM (“CURRENT CORPORATE COMMUNICATION”)

10 July 2025

Dear registered shareholder(s),

The English and Chinese versions of the Company’s Current Corporate Communication are available on the Company’s website at hypebeast.com and on the HKEXnews website at www.hkexnews.hk or the arranged printed form(s) of Current Corporate Communication is enclosed (if applicable).

Solicitation of electronic contact details

To ensure timely receipt of the latest Corporate Communications and Actionable Corporate Communications^(Note), the Company recommends you provide your email address by scanning your personalized QR code printed on the reply form on the reverse side of this notice (the “Reply Form”). Alternatively, you may sign and return the Reply Form 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.

It is your responsibility as a shareholder of the Company to provide an email address that is functional. If the Company does not receive an email address in your reply or the email address provided is not functional, until such time that the functional email address is provided to the Share Registrar, you will (i) be unable to receive any notifications regarding the publication of Corporate Communications and Actionable Corporate Communications; and (ii) need to proactively check the Company’s website and the HKEXnews website to keep up with the publication of Corporate Communications. The Company will be considered to have complied with the Listing Rules if it sends Actionable Corporate Communications to the email address provided by you without receiving any "non-delivery message".

If you want to receive the Corporate Communications in printed form, please complete the enclosed Reply Form and send it to the Share Registrar or send an email to Hypebeast.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form. Please note that such instruction shall be valid for one year starting from the receipt date of your instruction and will expire thereafter.

Should you have any queries relating to this letter, please contact the Share Registrar by sending an email to at Hypebeast.ecom@computershare.com.hk.

By order of the Board
Hypebeast Limited
Ma Pak Wing Kevin
Chairman

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

HYPEBEAST LIMITED（「本公司」）- 2024/25 年度報告、股東週年大會通函及委任代表表格（「本次公司通訊」）之發佈通知

各位登記股東：

本公司本次公司通訊的英文及中文版本已登載於本公司網站(hypebeast.com)及香港交易所披露易網站(www.hkexnews.hk)，歡迎查閱，或按安排附上本次公司通訊之印刷本(如適用)。

徵集電子聯絡資料

為確保及時收到最新的公司通訊及可供採取行動的公司通訊（附註），本公司建議閣下透過掃描本函背頁之回條（「回條」）上列印的閣下專屬二維碼來提供閣下的電子郵件地址。或者，閣下也可以簽署回條並交回本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。

閣下作為本公司的股東有責任提供有效的電子郵件地址。如果本公司沒有收到閣下的電子郵件地址或閣下提供的電子郵件地址無效，直至股份過戶處收到閣下有效的電子郵件地址前，閣下將(i)無法收到任何有關發佈公司通訊和可供採取行動的公司通訊的通知；及(ii)需要主動查看本公司網站和披露易網站以留意公司通訊的發佈。如果本公司向閣下提供的電子郵件地址發送可供採取行動的公司通訊而未收到任何「未送達信息」，則本公司將被視為已遵守上市規則。

若閣下希望收取日後公司通訊之印刷本，請填妥隨附之回條或發送電子郵件至 Hypebeast.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。請注意，收取日後公司通訊印刷本之指示由收悉閣下指示當日起計一年內有效，此後將過期。

如閣下對本函件有任何疑問，請發送電子郵件至 Hypebeast.ecom@computershare.com.hk 向證券登記處查詢。

承董事會命
Hypebeast Limited
主席
馬柏榮

2025 年 7 月 10 日

附註：可供採取行動的公司通訊指任何涉及要求本公司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。

