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 https://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 <u>Hypebeast.ecom@computershare.com.hk</u> 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.

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

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(<u>hypebeast.com</u>)及香港交易所披露易網站(<u>www.hkexnews.hk</u>),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

<u>Hypebeast.ecom@computershare.com.hk</u>,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 <u>Hypebeast.ecom@computershare.com.hk</u> 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。

REPLY FORM 回條	RI	7PI	\mathbf{Y}	FO	$\mathbf{R}\mathbf{M}$	回條
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Computershare Hong Kong Investor Services Limited

(the "Share Registrar") 17M Floor, Hopewell Centre

選項1:

183 Queen's Road East, Wanchai, Hong Kong

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

(Please <u>choose ONLY ONE</u> of the options below) (請<u>從以下選項中**只選擇其中一項**)</u>

Option 1: Provide your email address for receipt of future Corporate Communications and Actionable Corporate Communications# of

> the Company via electronic dissemination by scanning your personalised QR code 掃瞄 閣下專屬二維碼提供 閣下之電子郵件地址,以接收公司通過電子方式

發佈的未來公司通訊和可供採取行動的公司通訊#

You are **NOT required** to return this Reply Form if you choose Option 1. 如選擇了選項1,閣下無須交回本回條。

Personalized QR 車屬一維碼	Cod
重屋 一维碼	

Option 2: I/we hereby provide my/our email address in writing	for receipt of future Corporate Communi	cations and Actionable Corporate Communications [#] of the following listed					
company (the "Company") via electronic dissemination							
選項 2: 本人/吾等現以書面提供本人/吾等之電子郵件地址‧以確保收到以下上市公司(「公司」)通過電子方式發佈的未來公司通訊和可供採取行動的公司通訊 Name of Securities holder(s) 證券持有人姓名: Name of the listed company 上市公司名稱:							
Hypebeast Limited							
Email address 電郵地址: (Notes 3 / 附註 3)							
Option 3: I/we hereby request for receipt of Corporate Communications and Actionable Corporate Communications# in printed form (Please mark "\sqrt{"}" in ONLY							
ONE of the following boxes if applicable) (Notes 5)							
選項3: 本人/吾等現要求收取公司通訊和可供採取行動的公司通訊 [#] 印刷本 (如適用·請僅在以下方格內劃上一項「✓」號) (<i>附註5</i>)							
English Version 英文版本	Chinese Version 中文版本	English and Chinese Version 英文及中文版本					
By marking "✓" in the above box, I / we noted that this instr 在以上方格內劃上「✓」號即代表本人/我們已知悉本指示日		from the receipt date of instruction.					
Signature(s): (Notes 1)	Contact number:	Date:					

簽名: (附註 1)

- please complete all your details clearly. If your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order to be valid. 請清楚填妥 關下之所有資料。如劚聽名股東,則本回條須由所有聯名股東聯合簽署。方為有效。
 Any Reply Form with no signature or otherwise incorrectly completed will be void. 任何回條若未有簽署或在其他方面填寫不正確,則本回條將會作廢。
 If the Company does not receive the completed form or the email address provided is not functional, you will be unable to receive notifications regarding the publication of Corporate Communications and Actionable Corporate Communications will be unable to receive notifications regarding the publication of Corporate Communications on the future. The Company will send the Actionable Corporate Communications in printed form together with a request for soliciting your functional email address to facilitate electronic dissemination of Actionable Corporate Communications in the future. The Company will be considered to have complied with the Rules Governing the Listing of Securities on The Stockschange of Hong Kong Limited if it sends Actionable Corporate Communications to the email address provided by you without receiving any "non-delivery message". 如公司沒有收到填寫可數的表包養的表格或 關下提供的電子數件地址無效。關下將無法被到有關發佈公司通訊和可供採取行動的公司通訊和表收到任何「未送建信息」,則公司新被俱長已遵守者港縣合文房所表入图画资子的保险,可以不可以使用的公司通訊和表收到任何「未送建信息」,即公司新被俱長已遭守者港縣合文房所表入图画的表示,但如果是使用的公司通訊和表的表面,如果是使用的工作的。

聯絡雷話號碼·

- 4. If you provide more than one email address by QR code, email, reply form and/or other means, only the latest one email address provided will be registered.如 關下通過二維碼、電影、回條及/或其他方式提供多於一個的電子郵件地址・只有 閣下最後提供的電子郵件地址將會被用於登記。

Mailing Label 郵寄標籤

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。

日期: