

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)

ARRANGEMENT OF ELECTRONIC DISSEMINATION OF CORPORATE COMMUNICATIONS

16 May 2024

Dear non-registered shareholder(s),

Pursuant to Rule 2.07A of the Rules (the "**Listing Rules**") Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") under the expansion of paperless listing regime and electronic dissemination of corporate communications that came into effect on 31 December 2023, Hypebeast Limited (the "**Company**") is writing to inform you that the Company has adopted electronic dissemination of corporate communications (the "**Corporate Communications**"), which means any documents issued or to be issued by the Company for 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, with effect from 31 December 2023.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the websites of the Company at hypebeast.com and the HKEXnews at www.hkexnews.hk in place of printed copies.

The Company will also send actionable corporate communications, which means corporate communications that seek instructions from holders of its securities on how they wish to exercise their rights or make elections as the Company's shareholders (the "**Actionable Corporate Communications**"), to its shareholders individually in electronic form by email. If the Company does not possess your email address or the email address provided is not functional, the Company will send the Actionable Corporate Communication in printed form together with a request form for soliciting the shareholder's functional email address to facilitate electronic dissemination of Actionable Corporate Communications in the future.

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

It is your responsibility as a shareholder of the Company to provide an email address that is functional. If the Company does not receive your email address from the Intermediaries or the email address provided is not functional, until such time that the functional email address is provided to the Intermediaries, you will (i) be unable to receive any notifications regarding the publication of

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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 the Intermediaries without receiving any "non-delivery message".

If you want to receive the Corporate Communications and Actionable Corporate Communications in printed form, please complete the reply form on the reverse side and send it 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, Wanchai, Hong Kong or send an email to Hypebeast.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications and Actionable 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

以電子方式發佈公司通訊之安排

各位非登記股東:

根據自 2023 年 12 月 31 日起生效的擴大無紙化制度及以電子方式發佈公司通訊規定下香港聯合交易所有限公司（「聯交所」）證券上市規則（「上市規則」）第 2.07A 條，Hypebeast Limited（「本公司」）謹此通知閣下，本公司自 2023 年 12 月 31 日起已採用以電子方式發佈公司通訊（「公司通訊」）之安排，該公司通訊是指本公司為向其任何證券持有人提供資訊或提醒其採取行動而發佈或將要發佈的任何文件，包括但不限於(a) 董事會報告、其年度帳目連同核數師報告副本及（如適用）財務摘要報告；(b) 中期報告及（如適用）其中期摘要報告；(c) 會議通告；(d) 上市文件；(e) 通函；和 (f) 代表委任表格。

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 hypebeast.com 和披露易網站 www.hkexnews.hk 上提供，以代替印刷本。

本公司也會以電子方式（通過電子郵件）向股東個別地發送可供採取行動的公司通訊，該可供採取行動的公司通訊是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本公司股東權利或作出選擇之公司通訊。如果本公司沒有獲取閣下的電子郵件地址或閣下提供的電子郵件地址無效，本公司將以印刷本形式向其發送可供採取行動的公司通訊，連同一份索取股東有效電子郵件地址的表格，以便將來以電子方式發送可供採取行動的公司通訊。

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作為非登記股東，如有意根據上市規則以電子方式收取公司通訊和可供採取行動的公司通訊，閣下應聯絡代 閣下持有本公司股份的銀行、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。

閣下作為本公司的股東有責任提供有效的電子郵件地址。如果本公司沒有從中介公司收到 閣下的電子郵件地址或 閣下提供的電子郵件地址無效，直至中介公司收到 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。如果本公司向中介公司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 閣下希望收取公司通訊和可供採取行動的公司通訊之印刷本，請填妥本函背頁之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和可供採取行動的公司通訊印刷本的要求。請注意，收取未來公司通訊和可供採取行動的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

2024 年 5 月 16 日

REPLY FORM 回條

To: Computershare Hong Kong Investor Services Limited
(The "Share Registrar")
17M Floor, Hopewell Centre
183 Queen's Road East, Wanchai, 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 Corporate Communications and Actionable Corporate Communications[#] electronically pursuant to the Listing Rules, 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，如有意根據上市規則以電子方式收取公司通訊和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 and Actionable Corporate Communications[#] in printed form / 要求收取公司通訊和可供採取行動的公司通訊[#]印刷本

(Please mark "✓" in ONLY ONE of the following boxes, if applicable) (如適用，請僅在以下方格內劃上一項「✓」號)

Name of the listed company (the "Company"):

上市公司（「公司」）名稱：

Hypebeast Limited

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 instruction is valid only for one year starting from the receipt date of instruction. 在以上方格內劃上「✓」號即代表本人/我們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): ^(Notes 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：

1. This letter 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 and Actionable Corporate Communications[#].

此信件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和可供採取行動的公司通訊[#]發出。

2. Please complete all your details clearly.

請閣下清楚填寫所有資料。

3. Any form with no box marked (✓), with no signature or otherwise incorrectly completed will be void.

如在本表格未有在方格內劃上「✓」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。

4. 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[#]. 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 Stock Exchange of Hong Kong Limited if it sends Actionable Corporate Communications to the email address provided by the Intermediaries without receiving any "non-delivery message".

如果公司沒有收到填寫完整的表格或提供的電子郵件地址無效，閣下將無法收到有關發佈公司通訊和可供採取行動的公司通訊[#]的通知。公司將以印刷本形式發送可供採取行動的公司通訊，連同一份索取股東有效電子郵件地址的表格，以便將來以電子方式發送可供採取行動的公司通訊。如果公司向中介公司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」，則公司將被視為已遵守香港聯合交易所有限公司證券上市規則。

5. 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 (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; whereas Actionable Corporate Communications refer to any corporate communications that seek instructions from holders of any of its securities on how they wish to exercise their rights or make elections as the Company's shareholders. 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(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(如適用)其中期報告摘要；(c)會議通知；(d)上市文件；(e)通函；和(f)代表委任表格；而可供採取行動的公司通訊乃指任何要求公司的證券持有人指示其擬如何行使有關公司股東權利或作出選擇之公司通訊。

PERSONAL INFORMATION COLLECTION STATEMENT

收集個人資料聲明

(i) "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。

(ii) Your Personal Data provided in this Reply Form will be used in connection with, including but not limited to, the Company's electronic dissemination of Corporate Communications and Actionable Corporate Communications[#] and to liaise with you on other matters relating to your holdings in the Company. 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 instruction and/or request as stated in this Reply Form.

閣下於本回條所提供的個人資料將用於(包括但不限於)有關公司以電子方式發布公司通訊和可供採取行動的公司通訊[#]及就閣下持有的公司證券有關的其他事宜上與閣下聯絡。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。

(iii) 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，並將適當時保留該等個人資料作核實及紀錄用途。

(iv) 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, Wanchai, 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。