

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 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.

Solicitation of electronic contact details

To ensure timely receipt of the latest Corporate Communications and Actionable Corporate Communications, the Company recommends you provide your email address by scanning your personalised QR code printed on the enclosed reply form (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, Wanchai, Hong Kong.

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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 and Actionable Corporate Communications in printed form, please complete the Reply Form on the reverse side 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 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

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副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。

徵集電子聯絡資料

為確保及時收到最新的公司通訊和可供採取行動的公司通訊，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。

若閣下希望收取未來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股份過戶處或發送電子郵件至 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

