

HYPEBEAST

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Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00150)

CHANGE OF COMPANY WEBSITE

The board (the “**Board**”) of directors (the “**Directors**”) of Hypebeast Limited (the “**Company**”) hereby announces that with effect from 16 May 2024, the website of the Company will be changed from “hypebeast.xyz” to “hypebeast.com”. All announcements, notices or other documents submitted by the Company for publication on the website of The Stock Exchange of Hong Kong Limited will also be published on the new website of the Company.

By order of the Board

Hypebeast Limited

Ma Pak Wing Kevin

Chairman

Hong Kong, 14 May 2024

As at the date of this announcement, the executive Directors are Mr. Ma Pak Wing Kevin and Ms. Lee Yuen Tung Janice; and the independent non-executive Directors are Ms. Kwan Shin Luen Susanna, Ms. Poon Lai King and Mr. Wong Kai Chi.