

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 INTERIM REPORT ("CURRENT CORPORATE COMMUNICATION")

11 December 2024

Dear registered shareholder(s),

The English and Chinese versions of the Company's Current Corporate Communication are available on the Company's website at <u>hypebeast.com</u> and on the HKEXnews website at <u>www.hkexnews.hk</u> 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.

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

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 中期報告(「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

2024年12月11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 FO	DRM 回條		
To: Computershare Hong Kong Investor (the "Share Registrar") 17M Floor, Hopewell Centre 183 Queen's Road East, Wanchai, (Please choose ONLY ONE of the options b	Hong Kong	(「股) 香港灣	□央證券登記有限公司 份過戶處」) 衍任皇后大道東 183 號 ₽心 17M 樓	
(請 <u>從以下選項中只選擇其中一項)</u>				
Actionable Corpora the Company via el 選項1: 掃瞄 閣下專屬二編 發佈的未來公司通	address for receipt of future Co ate Communications [#] of ectronic dissemination by scan <u>進碼</u> 提供 閣下之電子郵件地址 訊和可供採取行動的公司通訊 [#]	ning <u>vour person</u> · 以接收公司通述	nications and n <u>lised QR code</u> 國電子方式	ersonalized OR Code <u>專屬二維碼</u>
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company (the "Company") via elec	之電子郵件地址・以確保收到以下上市公司(资佈的未來公司通訊和可供採取行動	-
	Hypebeas	t Limited		
Email address 電郵地址: (Notes 3 / 附註 3)				_
English Version 英文版本 By marking "イ" in the above box, I / we n 在以上方格內劃上「イ」號即代表本人/我?	Chinese Version 中文 oted that this instruction is valid only for one 們已知悉本指示由收取指示日期起計一年內	year starting from the rea	English and Chinese Vers	ion 英文及中文版本
Signature(s): <i>(Notes 1)</i> 簽名: <i>(附註 1)</i>	Contact numbe 聯絡電話號碼:	r:	Date: 日期:	
3. If the Company does not receive the completed form or the The Company will seen the Actionable Corporate Communi Company will be considered to have complied with the Rt receiving any "non-delivery message", 如公司沒有收到填算 份素取最東有效電子都作地址的表格 · 以便帶來以電子方 司證券上市規則 · . If you provide more than one email address by QR code, em 下最後提供的電子部件地址將會成形於意記 · 5. If you mark. """ in one of the boxes in Option 3, no email 號 · 將不會有電子部件地址被登記 · 只有公司通訊和可供 6. For the avoidance of doubt, the Company does not accept a " Unless otherwise specified, Corporate Communications re annual accounts together with a copy of the auditors" report and (1) a proxy form; whereas Actionable Corporate Common shareholders. 除非另写註明 · 公司通訊刀指公司已發出或 其中期報告報要 : (2) 直接到 : (2) 上市文件 (* (2) 通道 :)	completed will be void. 任何回條若未有簽署或在其他方面或 email address provided is not functional, you will be unable cations in printed form together with a request for soliciting y les Governing the Listing of Securities on The Stock Exchan 景容整的姿格或 關下提供的電子部件也進而效。關下所無法 式發送可供來的了動的公司通訊。如果公司同 關下提供的 ail, reply form and/or other means, only the latest one email a address will be registered and only Corporate Communication 採取行動的公司通訊時的印刷本實被吸取。 ny other instructions given on this Reply Form.為免存疑一在 fer to any documents issued or to be issued by the Company and, where applicable, its summary financial report; (b) the unications refer to any corporate communications that seek in 氯주铅(L) durate 10 國務的指有 人 參閱 就會的了書的分句 变	高不正確,則本回條將會作器。 to receive notifications regarding our functional email address to fa age of Hong Kong Limited if it s 或包方爾發魚化司通訊和可供裝 是一部件也以發达可供某取行動的 dress provided will be registered as and Actionable Corporate Comm 本回條上的任何额外指示,公司 / for the information or action o structions from holders of any of structions from holders of any of + . 其中的我们不可能引起。	the publication of Corporate Communications iilitate electronic dissemination of Actionable (ends Actionable Corporate Communications te 取行動的公司通訊中約欄加 · 公司將以口刷本 公司通訊而大規模任何 · 太邊謹信息 · 則 如 關下通過二維碼 · 電影 · 回條及/或其他方 nunications# in printed form will be received. 5 将不予處理 · f holders of any of its securities, including be e. its summary interim report, () a notice of m its securities on how they wish to exercise the 6 · 年實修用公式的審計成力。	nd Actionable Corporate Communications corporate Communications in the future. Th the email address provided by you withou 以可設立可能支援运行共和行動的公司通訊,場回一 二句服被規定還受音意趣合交易所有課任 式提供多於一個的電子都件地址,只有 層 口 閣下在選項 3 其中一個方格內劃上「✓」 t not limited to (a) the directors' report, it cetting; (d) a listing document; (c) a circular ir rights or make elections as the Company 1) 對教術導要報告; (h)中期報告方 (前期
本聲明中所指的「個人資料」與香港法例第486章《個 i) Your Personal Data provided in this Reply Form will be us you on other matters relating to your holdings in the Comp and/or request as stated in this Reply Form. 圖下於本回條所提供的個人資料將用於包括但不開於力 資料,本公司可能無法處理 閣下在本面健人所述的指示; iii) Your Personal Data may be disclosed or transferred by th period as may be necessary for our verification and record 公司司就任何所說明的用態或在法例規定的情況下;將 間 You have the right to request access to and/or correct	(個人資料聲明) 「Personal data" in the Personal Data (Privacy) Ordinance, Ch. (支料(私種))(何)(「(抗種條例)」)中「個人資料) sci on connection with, including but not limited to, the Company nany. Your supply of Personal Data to the Company is on a vo 男腦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(观要求・ c Company to its subsidiaries, the Share Registrar, and/or oth purposes. 第1方的風人資料按電或轉移給公司的時層公司、設份過戶處 ion of your Personal Data in accordance with the provisi	的遊臺我同。 any's electronic dissemination of luntary basis. In case of a failure luntary basis reference of the particular of the paper of the paper of the summary such re	Corporate Communications and Actionable Co to provide sufficient information, the Company 的其他事宜上與 閣下聯絡。 閣下是自顧向点 if the stated purposes, or when it is required to 適當期間份留該等個人資料作核實及核證用述 uset for access to and/or correction of you	通訊。 rrporate Communications# and to liaise wi may not be able to process your instructio 公司提供個人資料。若 閣下未能提供足 b do so by law and will be retained for su r personal Data should be in writing. b
 "Personal Data" in this statement has the same meaning as 本電明中所能的「個人資料」與香港法例第465章 (但); Your Personal Data provided in this Reply Form will be us you on other matters relating to your holdings in the Comp and/or request as stated in this Reply Form. 圖下於本回條所獲供的個人資料構用於(包括但不常於)系 j和(本)の可能而上途提出所在的目標。 Wour Personal Data may be disclosed or transferred by the period as may be necessary for our verification and record 公司可能用上途提出所在如何用上。 	(國人賞料藝明, "personal data" in the Personal Data (Privacy) Ordinance, Ch. (某新(私藩)條例) (「《私醫後例》」) 中「個人資料, edi in connection with, including but not limited to, the Comp any. Your supply of Personal Data to the Company is on a vo 實際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/或要求。 Company to its subsidiaries, the Share Registrar, and/or oth purpose. 第165個人資料該需或轉移給公司的附屬公司、股份過戶處 if from 人質料該需或轉移給公司的附屬公司、股份過戶處 gistrar at 17M Floor, Hopewall Centre, 183 Queen's Roa 個人資料。任何該尊重關及/或修衣個人資料的要求均須以)	的過費相同。 any's electronic dissemination of luntary basis. In case of a failure h#及就 閣下持有的公司證券有關 her companies or bodies for any or 入J或其他公司或團體 ·並將在 ions of the PDPO. Any such re d East, Wanchai, Hong Kong of 書面方式認考至股份過戶處(地)	Corporate Communications and Actionable Co to provide sufficient information, the Company 的其他事宜上與 閣下聯絡。 閣下是自顧向点 if the stated purposes, or when it is required to 適當期間份留該等個人資料作核實及核證用述 uset for access to and/or correction of you	 通訊。 rrporate Communications# and to liaise with may not be able to process your instructio 公司提供個人資料。若 閣下未能提供足多 o do so by law and will be retained for suc r r Personal Data should be in writing, b comht. I 欄) 向音港隱私主任提出,或發送電郵马

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