



Bilibili Inc.

哔哩哔哩股份有限公司

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立以不同投票權控制的有限責任公司)

(NASDAQ: BILI and HKEX: 9626)

(納斯達克代號: BILI及港交所代號: 9626)

10 April 2025

Dear registered shareholder(s),

Reminder letter regarding the Arrangement of Electronic Dissemination of Corporate Communications ^(Note 1)

With reference to the notification letter dated 31 January 2024 titled “Arrangement of Electronic Dissemination of Corporate Communications”, Bilibili Inc. (the “Company”) is writing to remind you that the Company has adopted electronic dissemination of corporate communications (the “Corporate Communications”), which mean 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.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at <https://ir.bilibili.com/> and the HKEXnews website at www.hkexnews.hk/ in place of printed copies. In respect of Actionable Corporate Communications^(Note 2), the Company will send such documents to the shareholders individually in electronic form by email (if the Company possesses a functional email address of the shareholders) or in printed form by post.

Solicitation of electronic contact details

For those shareholders whose email addresses have not been received by the Company for the receipt of Corporate Communications: To ensure timely receipt of the latest Corporate Communications, the Company recommends you to provide your email address by scanning your personalized QR code printed on the reply form on the reverse side (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.

If the Company does not receive a functional email address in your reply, until such time that a functional email address is provided to the Share Registrar, the Company will send you Actionable Corporate Communications^(Note 2) in printed form in the future.

In support of this environmentally friendly communication, the Company recommends you to elect to receive Corporate Communications electronically. If you want to receive Corporate Communications in printed form free of charge, please complete and return the Reply Form to the Share Registrar or send an email to bilibili.ecom@computershare.com.hk specifying your name, address and request to receive 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 at (852)2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

Yours faithfully,
By order of the Board
Bilibili Inc.
Rui Chen
Chairman

Note 1: This letter is addressed to registered shareholders of the Company who have not yet provided an email address for the timely receipt of actionable corporate communications. If you are a new registered shareholder, please read the arrangement for this electronic dissemination of corporate communications and provide your email address as recommended.

Note 2: Actionable Corporate Communication is any corporate communication that seeks instructions from issuer’s securities holders on how they wish to exercise their rights or make an election as the issuer’s securities holder.

各位登記股東：

以電子方式發布公司通訊安排的提示信函 ^(附註1)

根據日期為2024年1月31日有關「以電子方式發布公司通訊之安排」之通知信函所述，哔哩哔哩股份有限公司（「公司」）謹此提醒閣下，公司已採用以電子方式發布公司通訊（「公司通訊」）之安排，該公司通訊是指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布或將要發布的任何文件，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)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 <https://ir.bilibili.com/> 和披露易網站 www.hkexnews.hk/ 提供，以代替印刷本。有關可供採取行動的公司通訊^(附註2)方面，本公司將以電子通訊方式通過電郵（如公司持有股東的有效電子郵件地址）或以印刷本方式通過郵寄向股東個別地發送文件。

徵集電子聯絡資料

對於公司尚未收到其用以接收公司通訊的電子郵件地址的股東，為確保及時收到最新的公司通訊，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。

如果公司沒有收到閣下的有效電子郵件地址，直至股份過戶處收到閣下有效的電子郵件地址前，公司未來將向閣下以印刷本形式發送可供採取行動的公司通訊^(附註2)。

為響應對環境友善的通訊方式，公司建議閣下選擇以電子方式收取公司通訊。若閣下希望收取日後公司通訊之印刷版（費用全免），請填妥隨本函背頁之回條並交予股份過戶處或發送電子郵件至 bilibili.ecom@computershare.com.hk，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，請於辦公時間星期一至五（香港公眾假期除外）上午9時正至下午6時正（香港時間）期間致電股份過戶處(852)2862 8688查詢。

承董事會命
哔哩哔哩股份有限公司
主席
陳睿
謹啟

2025年4月10日

附註1: 此函件致尚未提供電子郵件地址以接收可供採取行動的公司通訊之公司登記股東。若閣下為新登記股東，請閱讀以電子方式發布公司通訊的安排，並按建議提供閣下的電子郵件地址。

附註2: 可供採取行動的公司通訊指任何涉及要求發行人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。



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。