

嗶哩嗶哩股份有限公司

(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 '雕'D

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,嗶哩嗶哩股份有限公司(「**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 <a href="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《開華》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 ^{〈解注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 **嗶哩嗶哩股份有限公司** *主席* **陳春**

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佈公司通訊的安排,並按建議提 供關下的電子郵件地址。

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。

REPLY FO	RM 😃	條
	致:	香港中央證券登記有限公司

To: Computershare Hong Kong Investor Services Limited (the "Share Registrar")

17M Floor, Hopewell Centre

183 Queen's Road East, Wan Chai, Hong Kong

(「股份過戶處」) 香港灣仔皇后大道東 183 號 合和中心 17M 樓

(Please choose ONLY ONE of the options below)

(請從以下選項中只選擇其中一項)

Personalized QR Code 專屬二維碼

Option 1: Provide email address for receipt of future Corporate Communications* of

the Company via electronic dissemination by scanning personalized QR code

選項1:

掃瞄專屬二維碼提供電子郵件地址,以接收公司通過電子方式 發佈的未來公司通訊*

Returning this Reply Form is **NOT required** if Option 1 is chosen. 如選擇了選項 1,**無須**交回本回條。

Option 2: I/we hereby provide my/our email address in writing for receipt of future Corporate Communications* of the following listed company (the "Company") via electronic dissemination 選項 2: 本人/吾等現以書面提供本人/吾等的電子郵件地址,以確保收到以下上市公司(「公司」)通過電子方式發佈的未來公司通訊。				
Name of securities holder(s) 證券持有人姓名:	Name of the listed company 上市公司名稱:			
	Bilibili Inc. 嗶哩嗶哩股份有限公司			
Email address 電郵地址: (Notes 3 / 附註3)				
Option 3: I/we hereby request for receipt of Corporate Communications* in printed form (Please mark "✓" in the below box if applicable) 選項 3: 本人/吾等現要求收取公司通訊*印刷版 (如適用・請在以下方格內劃上「✓」號) □ receive future Corporate Communications* in printed copy and noted that this instruction is valid only for one year starting from the receipt date of instruction. (Note 5) 收取未來公司通訊*的印刷本・並已知悉本指示由收取指示日期起計一年內有效。(常註 5)				
(RH ± 1 1)	Contact number: Date: 聯絡電話號碼: 日期:			

- Please complete all your details clearly. If your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order for this Reply Form to be valid. 請講養填妥 閣下之所有資料。如屬聯名股東,則本回條須由所有聯名股東聯合簽署,方為有效。

- 請清楚填安 園卜之所有資料。如屬縣名級東,則本回縣須由所得總名起東聯合簽署、方為有效。

 2. Any Reply Form with no signature or is otherwise incorrectly completed will be void.
 任何回線若未有簽署或在其他方面填寫不正確,則本回線務會作簽。

 3. If the Company does not receive a functional email address in your reply, you will be unable to receive notifications regarding the publication of Corporate Communications*。
 如公司沒有收到 閣下的有效電子都件地址。 閣下將無法收到新醫發佈公司雖認中的連和。

 4. If your provide more than one email address by QR code, email, reply form and/or other means, only the latest one email address provided will be registered.
 如 閣下通過二維碼、電影、回條及/或其他方式提供多於一個的電子郵件地址、只有 閣下最後提供的電子郵件地址將會被用於登記。
- 5. If you mark "♥" in the box in Option 3, no email address will be registered and only Corporate Communications* in printed form will be received.

 如 閣下在選項 3 方格内劃上「♥」號・將不會有電子郵件地址被登記・只有公司通訊。的印刷版會被收取。
- For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form 為兔存髮·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 the annual report, interim report, notice of meeting, circular and proxy form. 除非另有註明,公司通訊/指公司已發出或將不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,其中包括但不限於年報、中期報告、會議通告、通函及代表委任表格。

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- "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").
 本贄明中所指的「個人資料」與香港法例第 486 章 (個人資料 (私膳)條例)(「 (私膳)條例)」中「個人資料」的遊義相同。
 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 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.

 國下於本回條所提供的個人資料無用於包括但不限於)有關公司以電子方式發布公司通訊及就 關下持有的公司證券有關的其他事宜上與 關下聯絡。關下是自顧向本公司提供個人資料。若關下未能提供足夠資料。本公司可能無法處理關下在本回修上所述的指示及分更要求。
 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.

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

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

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.