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HYPEBEAST

Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 08359)

CHANGE OF COMPLIANCE OFFICER

The board (the “**Board**”) of directors (the “**Directors**”) of Hypebeast Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that, in view of the re-allocation of duties among the executive Directors and senior management of the Company, Ms. Cheung Nga Man will resign as the compliance officer of the Company with effect from 9 November 2016 and Ms. Lee Yuen Tung Janice, an executive Director, has been appointed as the compliance officer of the Company with effect from 9 November 2016 pursuant to the requirement under rule 5.19 of the Rules (the “**GEM Listing Rules**”) Governing the Listing of Securities on the Growth Enterprise Market (the “**GEM**”) of The Stock Exchange of Hong Kong Limited.

By order of the Board

Ma Pak Wing Kevin

*Chairman, Chief Executive Officer and
Executive Director*

Hong Kong, 9 November 2016

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

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at www.hkgem.com for a minimum period of 7 days from the date of its publication and on the website of the Company at hypebeast.xyz.