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# **HYPEBEAST**

## **Hypebeast Limited**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 00150)**

### **PROPOSED AMENDMENTS TO THE EXISTING MEMORANDUM AND ARTICLES OF ASSOCIATION AND THE ADOPTION OF THE NEW MEMORANDUM AND ARTICLES OF ASSOCIATION**

This announcement is made by Hypebeast Limited (the “**Company**”) pursuant to Rule 13.51(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) in relation to the proposed amendments to the amended and restated memorandum and articles of association of the Company (the “**Existing Memorandum and Articles of Association**”).

The board (the “**Board**”) of the directors (the “**Directors**”) of the Company proposes to amend the Existing Memorandum and Articles of Association by way of adoption of the amended and restated memorandum of association and the second amended and restated articles of association of the Company (the “**New Memorandum and Articles of Association**”) to, among other things, (i) provide flexibility for the Company to convene hybrid and electronic meetings; (ii) reflect certain updates in relation to the applicable laws of the Cayman Islands and the Listing Rules, including but not limited to the amendments made to Appendix 3 to the Listing Rules which took effect on 1 January 2022; and (iii) make other consequential and housekeeping changes in relation thereto. As such, the Board proposes to adopt the New Memorandum and Articles of Association in substitution for, and to the exclusion of, the Existing Memorandum and Articles of Association. The proposed amendments to the Existing Memorandum and Articles of Association by way of adoption of the New Memorandum and Articles of Association are subject to the approval of the shareholders of the Company (the “**Shareholders**”) by way of special resolution at the forthcoming annual general meeting of the Company currently scheduled to be held on 31 August 2022.

A circular containing, among other things, details of the proposed amendments to the Existing Memorandum and Articles of Association by way of adoption of the New Memorandum and Articles of Association, together with the notice of the annual general meeting and the related proxy form, will be despatched to the Shareholders in due course.

By Order of the Board  
**Hypebeast Limited**  
**Ma Pak Wing Kevin**  
*Chairman and executive Director*

Hong Kong, 19 July 2022

*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. Poon Lai King, Mr. Wong Kai Chi and Ms. Kwan Shin Luen Susanna.*