HYPEBEAST

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HYPEBEASTHypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00150)

CHANGE OF BOARD MEETING DATE

Reference is made to the announcement of Hypebeast Limited (the "Company") dated 9 June 2023 in respect of the holding of a meeting of the board (the "Board") of directors (the "Directors") of the Company on Wednesday, 21 June 2023, for the purpose of, among other matters, considering and approving the annual results of the Company and its subsidiaries for the year ended 31 March 2023 and its publication. As more time is required to finalise the annual results, the Board hereby announces that the Board meeting will be changed to Monday, 26 June 2023.

By order of the Board Hypebeast Limited Ma Pak Wing Kevin Chairman

Hong Kong, 20 June 2023

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