HYPEBEAST

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Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 00150)

POSITIVE PROFIT ALERT

This announcement is made by Hypebeast Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders (the "**Shareholders**") and potential investors of the Company that, based on a preliminary review and assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2026 (the "**Reporting Period**" or "**1H2027**") and the information currently available to the Board, the Group is expected to record revenue growth of more than 10% and an increase of over 150% in profit before taxation for the Reporting Period, as compared to the revenue of approximately HK$279.3 million and the profit before taxation of approximately HK$6.0 million, respectively, for the six months ended 30 September 2025.

The expected increase in profit before taxation for the Reporting Period is primarily attributable to (i) the event driven growth in revenue, mainly arising from the increased demand for the Group's media services in connection with the FIFA World Cup 2026 held during the Reporting Period; and (ii) the stabilisation of the Group's gross profit margin.

The Company is in the process of finalising the interim results of the Group for the Reporting Period. The information contained in this announcement is based only on the Board's preliminary review and assessment of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which have not been audited or reviewed by the Company's auditor, nor reviewed by the audit committee of the Company. The actual results of the Group for the Reporting Period may differ from the information disclosed in this announcement. Shareholders and potential investors of the Company are advised to refer to the details in the Company's interim results announcement for the Reporting Period, which is expected to be published by end of November 2026.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company. Persons who are in doubt about their position should consult their professional advisers.

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

Hong Kong, 6 November 2026

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.