HYPEBEAST

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Hypebeast Limited

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

DATE OF BOARD MEETING

The board (the "**Board**") of directors (the "**Directors**") of Hypebeast Limited (the "**Company**") hereby announces that a meeting of the Board will be held on Monday, 23 November 2026 for the purpose of, among other matters, considering and approving the release of the unaudited consolidated interim results of the Company and its subsidiaries for the six months ended 30 September 2026, and considering the payment of an interim dividend, if any.

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

Hong Kong, 11 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.