HYPEBEAST

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Hypebeast Limited

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

POSITIVE PROFIT ALERT
SUPPLEMENTAL ANNOUNCEMENT

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).

Reference is made to the positive profit alert announcement of the Company dated 6 November 2026 (the "**Announcement**"). Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to provide further information on the expected results of the Group for the Reporting Period. Based on the Board's preliminary review and assessment of the unaudited consolidated management accounts of the Group and the information currently available to the Board, as disclosed in the Announcement, the Group's profit before taxation for the Reporting Period is expected to increase by over 150%. In terms of profit for the period, the Group is expected to record approximately HK$16.6 million (subject to finalisation), all of which is attributable to the owners of the Company, representing an increase of approximately 178% as compared to the profit for the period and the profit attributable to the owners of the Company of approximately HK$6.0 million for the six months ended 30 September 2025. The increase is mainly attributable to the factors set out in the Announcement, namely the event driven growth in revenue and the stabilisation of the Group's gross profit margin.

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.

Save as disclosed above, all other information in the Announcement remains unchanged.

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, 12 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.