

Unless otherwise defined, capitalised terms and expressions used in this announcement shall have the same meanings as those defined in the prospectus dated 31 March 2016 (the “**Prospectus**”) of Hypebeast Limited (the “**Company**”).

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and Hong Kong Securities Clearing Company Limited (“**HKSCC**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities of the Company. Potential investors should read the Prospectus carefully for detailed information about the Company and the Placing described in this announcement before deciding whether or not to invest in the Placing Shares thereby being offered.

HYPEBEAST

Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

LISTING ON THE GROWTH ENTERPRISE MARKET OF THE STOCK EXCHANGE OF HONG KONG LIMITED BY WAY OF PLACING

Number of Placing Shares	:	500,000,000 Placing Shares (comprising 400,000,000 New Shares and 100,000,000 Sale Shares)
Placing Price	:	Not more than HK\$0.14 per Placing Share (payable in full upon application, plus brokerage fee of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%, and subject to refund) and expected to be not less than HK\$0.12 per Placing Share
Nominal Value	:	HK\$0.01 each
Stock Code	:	8359

Sponsor



Joint Bookrunners and Joint Lead Managers



As required under the GEM Listing Rules and the Companies (Winding Up and Miscellaneous Provisions) Ordinance, printed copies of the Prospectus are available, for information purposes only, from 5:45 p.m. to 6:00 p.m. on Thursday, 31 March 2016 and during normal office hours from 9:00 a.m. to 5:00 p.m. from Friday, 1 April 2016 to Thursday, 7 April 2016 (both dates inclusive and on business days only) at the offices of:

- Quam Capital Limited at 18/F-19/F, China Building, 29 Queen's Road Central, Hong Kong;
- Quam Securities Company Limited at 18/F-19/F, China Building, 29 Queen's Road Central, Hong Kong; and
- Koala Securities Limited at Room 803, 8/F, Hong Kong Chinese Bank Building, 61 Des Voeux Road Central, Hong Kong.

Pursuant to the Underwriting Agreement, the Company is offering 400,000,000 New Shares for subscription and the Selling Shareholder is offering 100,000,000 Sale Shares for sale by way of Placing at the Placing Price, representing in aggregate 25% of the total number of issued shares of the Company upon completion of the Placing (taking no account of any Shares which may be allotted and issued upon the exercise of the options granted or any option which may be granted under the Share Option Schemes), on and subject to the terms and conditions as set out in the Underwriting Agreement and the Prospectus. It is expected that the Underwriters, on behalf of the Company and the Selling Shareholder, will conditionally place 500,000,000 Placing Shares at the Placing Price to selected individual, professional, institutional and/or other investors.

Application has been made to the Stock Exchange for the listing of, and permission to deal in, the Shares in issue, to be issued pursuant to the Capitalisation Issue and the Placing and upon the exercise of the options granted or any options which may be granted under the Share Option Schemes.

Subject to the granting by the Stock Exchange for the listing of, and permission to deal in, the Shares on GEM as mentioned in the Prospectus and the compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or, under contingent situation, on any other date as may be determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made for the Shares to be admitted into CCASS.

Applications for the Placing Shares will only be considered on the basis of the terms and conditions as set out in the Prospectus.

The Placing is conditional upon the fulfillment of the conditions as set out in the section headed “Structure and Conditions of the Placing — Conditions of the Placing” in the Prospectus. If such conditions have not been fulfilled or waived (as the case may be) in accordance with the terms and conditions of the Underwriting Agreement on or before the times and dates specified therein and in any event not later than 30 days after the date of the Prospectus, the Placing will lapse and thereafter, all monies received will be refunded to applicants of the Placing without interest and the Stock Exchange will be notified immediately. Notice of the lapse of the Placing will be published by the Company on the Stock Exchange’s website at www.hkexnews.hk and the Company’s website at hypebeast.xyz on the next business day following such lapse.

The Placing Shares are fully underwritten by the Underwriters pursuant to the Underwriting Agreement. Potential investors of the Placing Shares should note that the Sponsor and/or the Joint Bookrunners (for themselves and on behalf of the Underwriters) have the absolute right to terminate the Underwriting Agreement by giving notice in writing to the Company with immediate effect upon the occurrence of any of the events set forth in the section headed “Underwriting — Underwriting Arrangements — Grounds for termination” in the Prospectus at any time prior to 8:00 a.m. (Hong Kong time) on the Listing Date (which is expected to be on Monday, 11 April 2016).

The Placing Price will not be more than HK\$0.14 per Placing Share, and is expected to be not less than HK\$0.12 per Placing Share. The Placing Price is expected to be fixed by the Price Determination Agreement to be entered into between the Company (for itself and on behalf of the Selling Shareholder) and the Joint Bookrunners (for themselves and on behalf of the Underwriters) on the Price Determination Date, which is expected to be on or before Tuesday, 5 April 2016 or such later date as the parties to the Price Determination Agreement may agree. If, for any reason, the Company (for itself and on behalf of the Selling Shareholder) and the Joint Bookrunners (for themselves and on behalf of the Underwriters) are unable to agree on the Placing Price on or before the Price Determination Date, the Placing will not become unconditional and will lapse. In such event, the Company will issue an announcement on the Stock Exchange’s website at www.hkexnews.hk and the Company’s website at hypebeast.xyz.

All Share certificates will only become valid certificates of title when the Placing has become unconditional in all respects and the Underwriting Agreement has not been terminated in accordance with its terms prior to 8:00 a.m. (Hong Kong time) on the Listing Date. The Company will not issue temporary documents of title. No receipt will be issued for the subscription monies paid for the Placing Shares.

The final Placing Price, the indication of level of interest in the Placing and the basis of allocation of the Placing Shares will be announced on the Stock Exchange's website at www.hkexnews.hk and the Company's website at hypebeast.xyz on Friday, 8 April 2016.

Dealings in the Shares on GEM are expected to commence at 9:00 a.m. (Hong Kong time) on Monday, 11 April 2016. Shares will be traded in board lots of 20,000 Shares each. The GEM stock code for the Shares is 8359.

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

Hong Kong, 31 March 2016

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.

This announcement, for which all the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) there are no other matters the omission of which would make any statement herein or in this announcement misleading.

This announcement and a copy of the Prospectus will remain on the Stock Exchange's website at www.hkexnews.hk and in the case of this announcement, on the "Latest Company Announcements" page for at least seven days from the date of its posting. This announcement and a copy of the Prospectus will also be published on the Company's website at hypebeast.xyz.