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HYPEBEAST

Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 08359)

VOLUNTARY ANNOUNCEMENT

This announcement is made on a voluntary basis by Hypebeast Limited (the “**Company**”).

The Company noted that there was certain media coverage about a lighting-related incident in respect of the Company’s private party at Landmark on 20 October 2017. Some guests reported discomfort after attending the private party.

As at the date hereof, the cause of the incident is under investigation by the insurance provider. The Company has engaged legal counsel to provide legal advice in respect of the incident.

The Company will closely monitor the impact of the incident and will make further announcement in relation to any material developments in due course if necessary.

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

Hong Kong, 31 October 2017

As at the date of this announcement, the executive directors of the Company are Mr. Ma Pak Wing Kevin and Ms. Lee Yuen Tung Janice; and the independent non-executive directors of the Company are Ms. Poon Lai King, Mr. Wong Kai Chi and Ms. Kwan Shin Luen Susanna.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors of the Company, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the GEM website at “www.hkgem.com” for at least seven days from the date of its publication and on the Company’s website at “hypebeast.xyz”.