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HYPEBEAST

Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 08359)

POSITIVE PROFIT ALERT

This announcement is made by Hypebeast Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (“**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2017 (the “**Relevant Period**”), it is anticipated that the net profit for the Relevant Period will increase by over 110% as compared to that for corresponding period in 2016. Such increase in the Group’s net profit for the Relevant Period was mainly attributable to the Group’s strong business performance during the Relevant Period with significantly increased revenue from (i) provision of advertising services to brand owners and advertising agencies on the Group’s digital media platforms; and (ii) the number of items sold on the e-commerce platform.

The information contained in this announcement is only based on a preliminary assessment by the Company’s management with reference to the unaudited consolidated management accounts of the Group for the Relevant Period which have not been reviewed or audited by the Company’s auditors. The Company is in the process of finalizing the consolidated financial results of the Group for the Relevant Period, and such results are subject to adjustments. Shareholders and potential investors are advised to refer to the details in the interim results announcement of the Company for the Relevant Period which is expected to be published on 13 November 2017.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 1 November 2017

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 the Directors 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, 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”.