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HYPEBEAST

Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 08359)

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 23.06A of the Rules (the “**GEM Listing Rules**”) Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

The board (the “**Board**”) of directors of Hypebeast Limited (the “**Company**”) hereby announces that on 10 August 2018, the Company granted a total of 10,000,000 share options (the “**Share Options**”) to subscribe for 10,000,000 ordinary shares of HK\$0.01 each of the Company (the “**Shares**”) to 15 eligible persons (the “**Grantees**”) subject to the acceptance of the Grantees, pursuant to the share option scheme adopted by the Company on 18 March 2016. Details of the Share Options granted are as follows:

Date of Grant	:	10 August 2018 (the “ Date of Grant ”)
Number of Grantees	:	15
Number of Share Options granted	:	10,000,000 Share Options (each Share Option shall entitle the holder thereof to subscribe for one Share)
Closing price of the Shares on the Date of Grant	:	HK\$0.62 per Share

- Exercise price of Share Options granted : HK\$0.62 per Share, which represents the highest of (i) HK\$0.62, being the closing price of the Shares as stated in the daily quotations sheet issued by the Stock Exchange on the Date of Grant; (ii) HK\$0.60, being the average closing price of the Shares as stated in the daily quotations sheets issued by the Stock Exchange for the five business days immediately preceding the Date of Grant; and (iii) HK\$0.01, being the nominal value of each Share.
- Consideration for the grant of the Share Options : HK\$1.00 to be paid by each of the Grantees upon acceptance of the Share Options granted
- Validity period of the Share Options : For a period of ten years from the Date of Grant
- Exercise period of the Share Options : For a period of seven years commencing on 10 August 2021

None of the Grantees is a director, chief executive or substantial shareholder (as defined in the GEM Listing Rules) of the Company, or any of their respective associate (as defined in the GEM Listing Rules).

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

Hong Kong, 10 August 2018

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 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 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”.