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HYPEBEAST

Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00150)

CHANGE OF VENUE AND PRECAUTIONARY MEASURES FOR THE ANNUAL GENERAL MEETING TO BE HELD ON 21 AUGUST 2020

Reference is made to the circular (the “**Circular**”) and notice (the “**Notice**”) of the 2020 annual general meeting (the “**2020 AGM**”) of Hypebeast Limited (the “**Company**”), both dated 23 July 2020, and the form of proxy for use at the 2020 AGM (the “**Proxy Form**”), regarding the 2020 AGM of the Company to be held on Friday, 21 August 2020 at 2:30 p.m. Unless otherwise stated, capitalised terms used herein shall have the same meanings as those defined in the Circular and the Notice.

CHANGE OF AGM VENUE

The Board hereby announces that the venue of the 2020 AGM will be changed to “**5/F, United Centre, 95 Queensway, Admiralty, Hong Kong**”.

Save for the change of venue of the 2020 AGM, all the information set out in the Circular, the Notice and the Proxy Form remains unchanged. The Proxy Form remains valid for the 2020 AGM and Shareholders who have already lodged their Proxy Forms are not required to re-submit fresh Proxy Forms.

Shareholders who intend to attend the 2020 AGM in person are advised to pay attention to the above-mentioned change of venue.

PRECAUTIONARY MEASURES FOR THE 2020 AGM

Due to the COVID-19 pandemic, the following precautionary measures will be implemented by the Company at the 2020 AGM:

- Compulsory temperature checks
- Completion of health declaration form
- Wearing of surgical face mask
- No provision of refreshments or drinks
- No distribution of corporate gifts

Attendees who do not comply with the precautionary measures may be denied entry into the 2020 AGM venue and requested to leave the 2020 AGM venue, at the absolute discretion of the Company as permitted by law.

The Company wishes to remind all Shareholders that physical attendance in person at the 2020 AGM is not necessary for the purpose of exercising voting rights. Shareholders may appoint the Chairman of the 2020 AGM as their proxy to vote on the relevant resolutions at the 2020 AGM as an alternative to attending the meeting in person.

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

Hong Kong, 11 August 2020

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.