

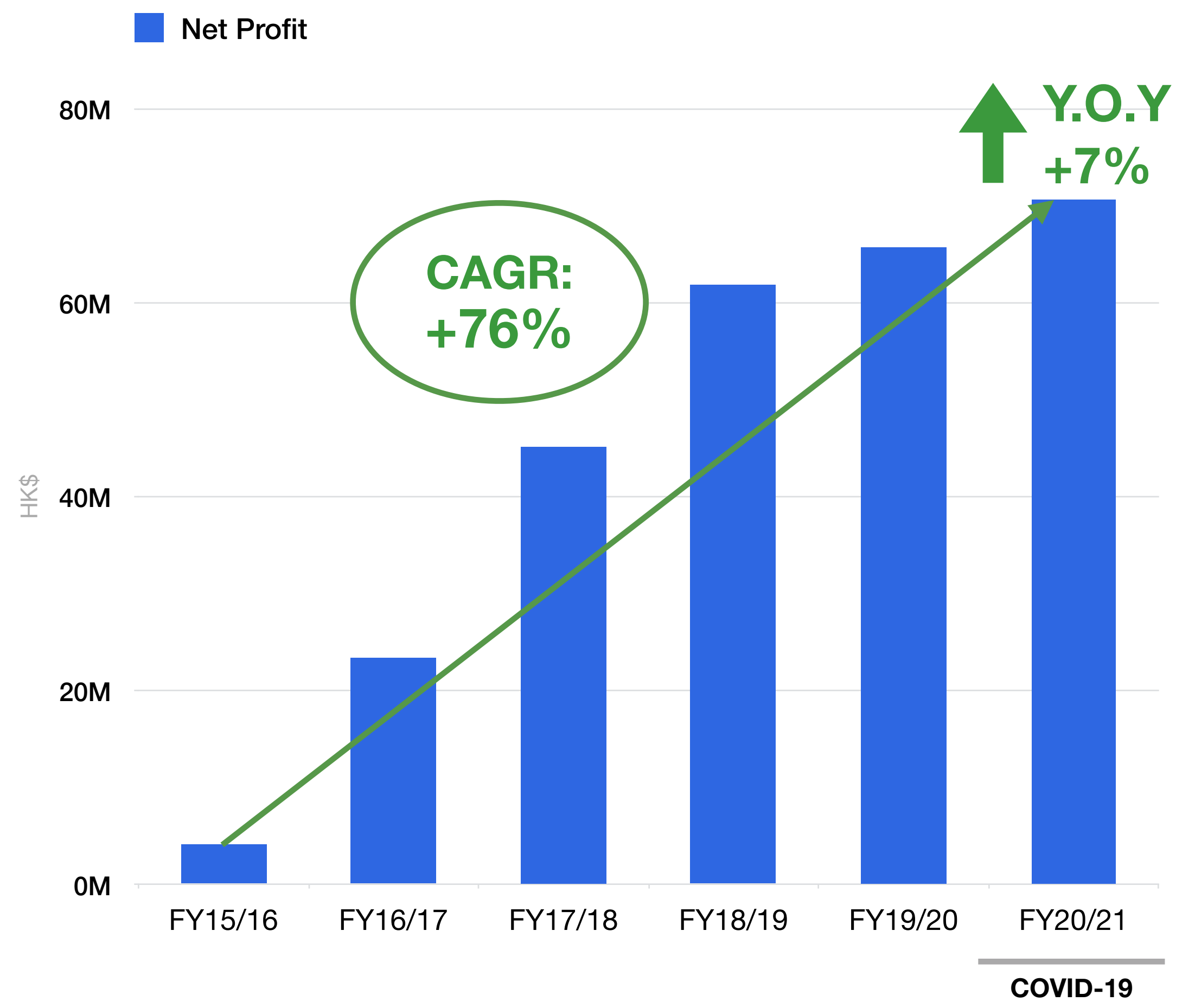
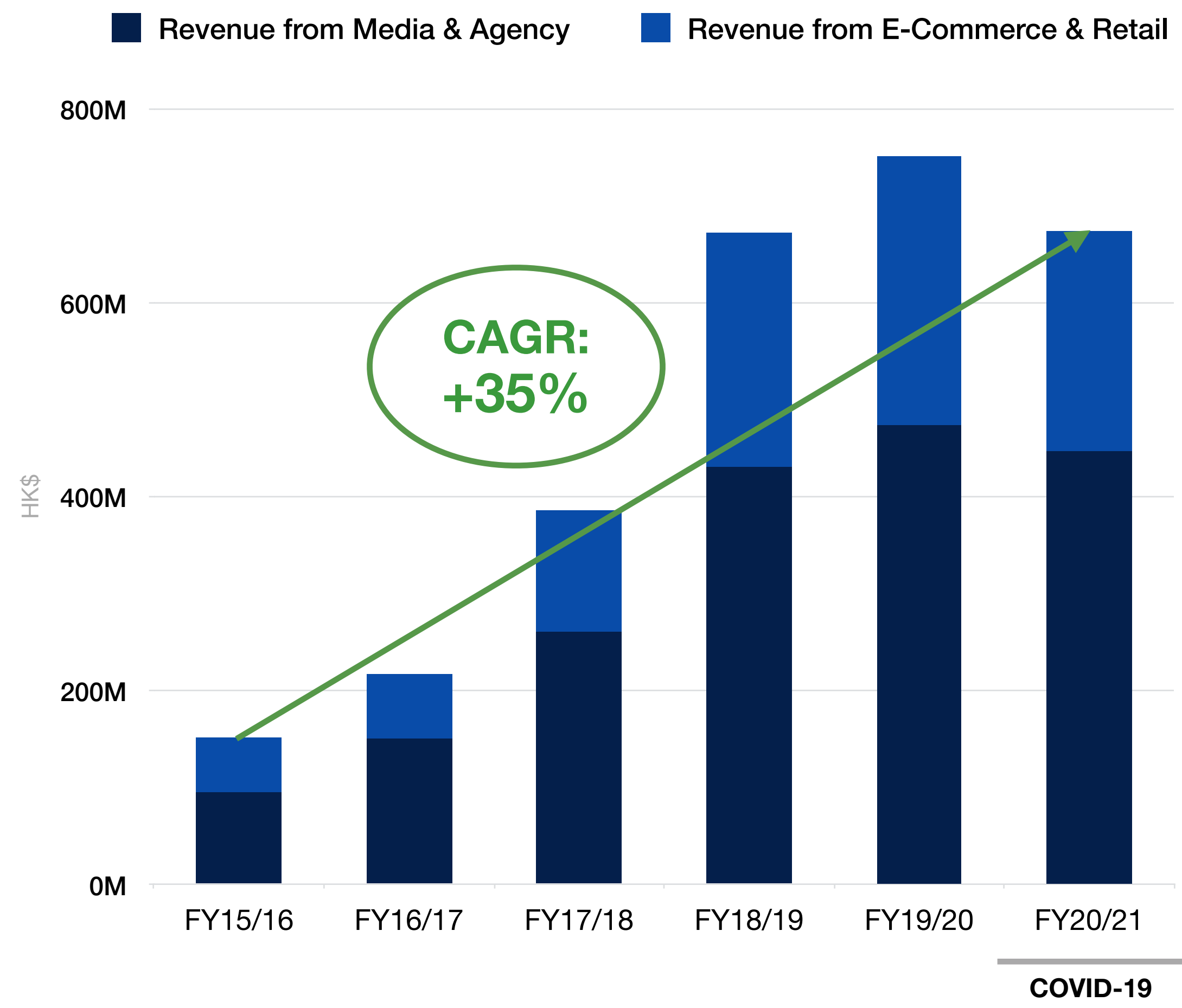
HYPEBEAST

**FY 20/21
Annual Results**

June 2021
150.HK

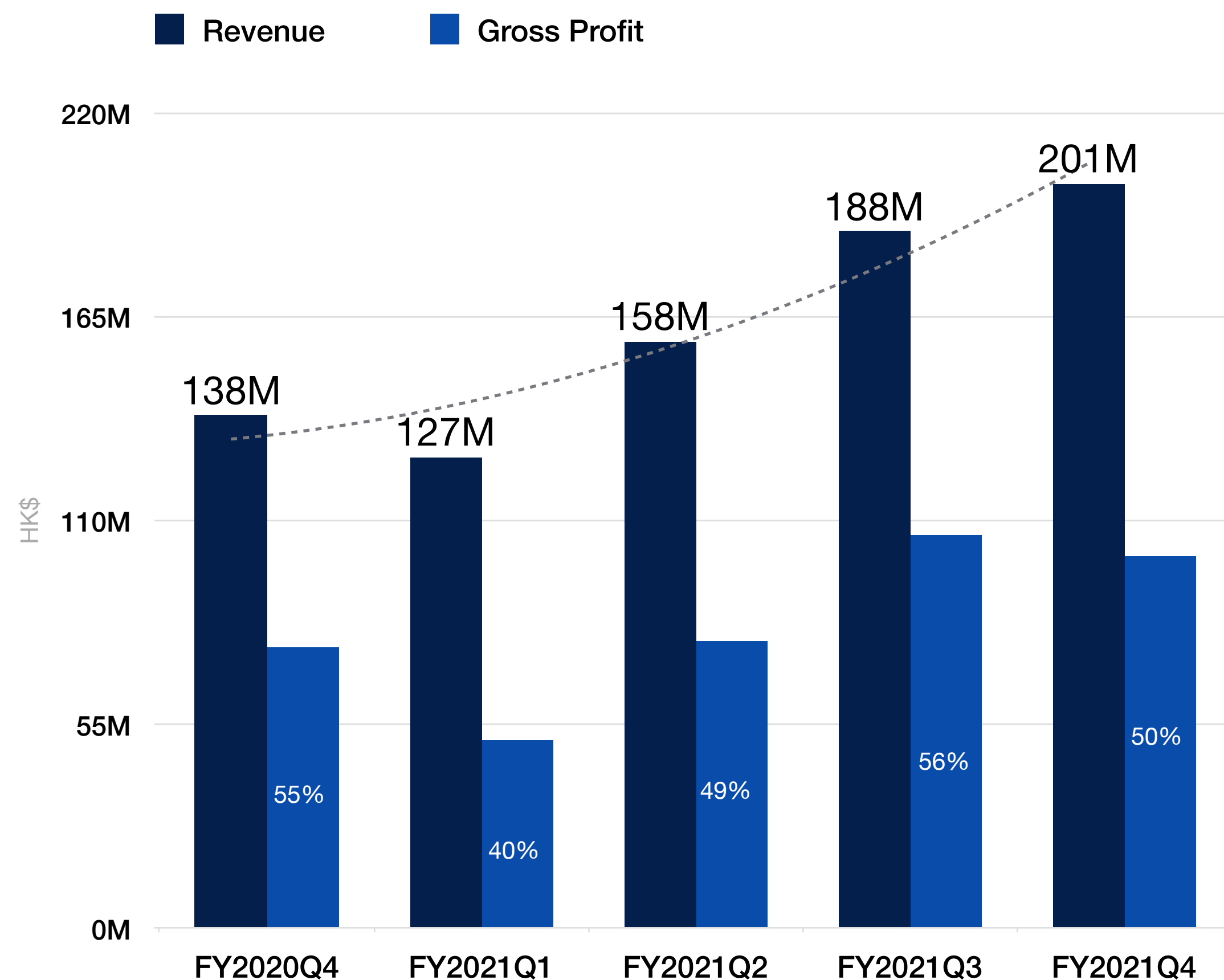
Hypebeast Ltd. 150.HK

Record Profitability Despite COVID-19



Hypebeast Ltd. 150.HK

Quarter by Quarter Recovery Post-Pandemic

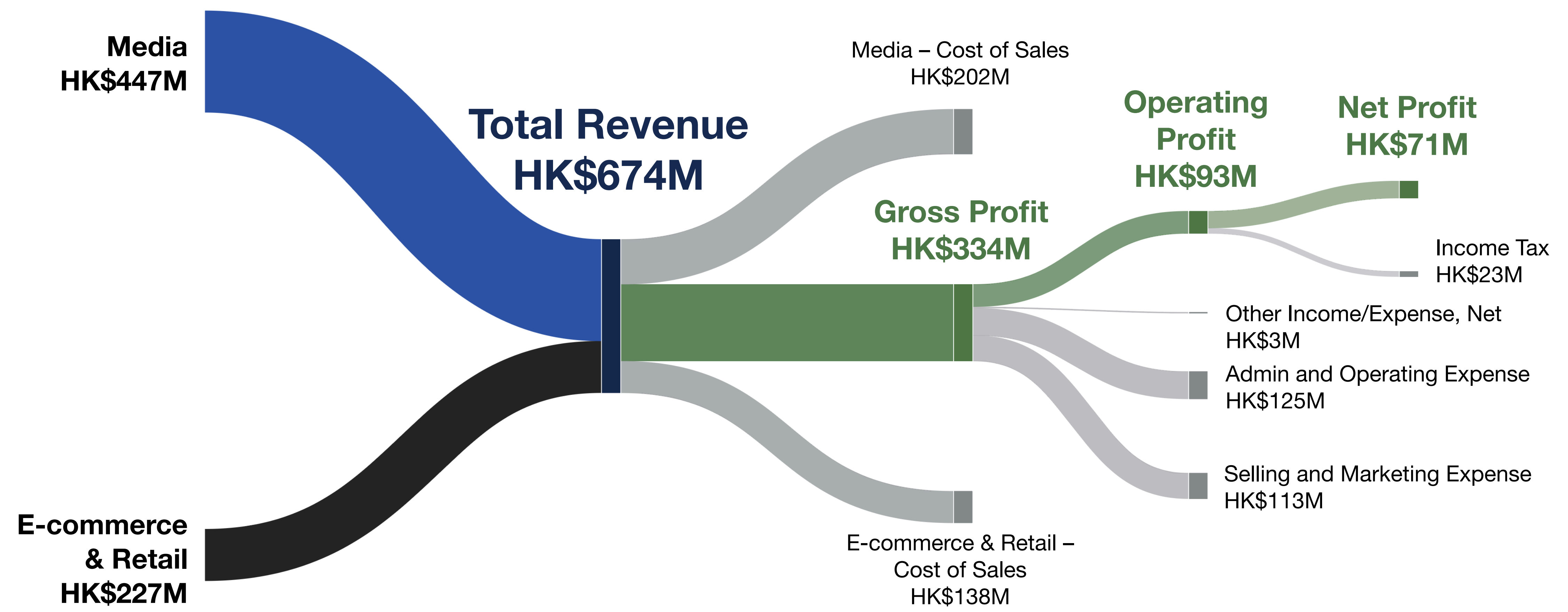


Outbreak of COVID-19

	HK\$'000	1H2021	2H2021	% change
Revenues		285,452	388,760	36%
Gross Profit		127,896	206,231	61%
Selling & Marketing Expense		49,695	63,096	27%
(as % of Revenues)		17%	16%	
Admin & Operating Expense		53,581	71,424	33%
(as % of Revenues)		19%	18%	
Net Profit		20,889	49,695	138%

Hypebeast Ltd. 150.HK

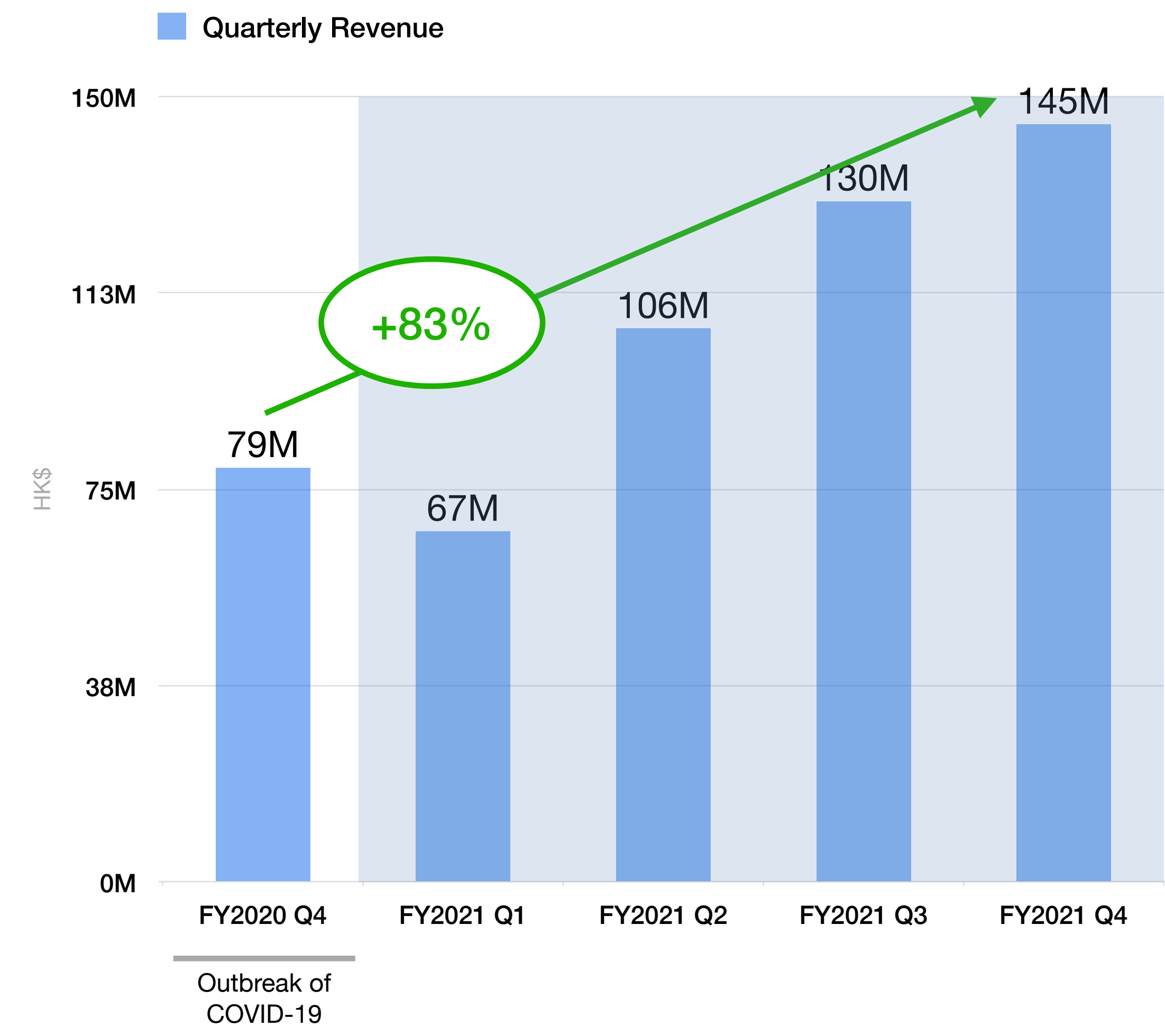
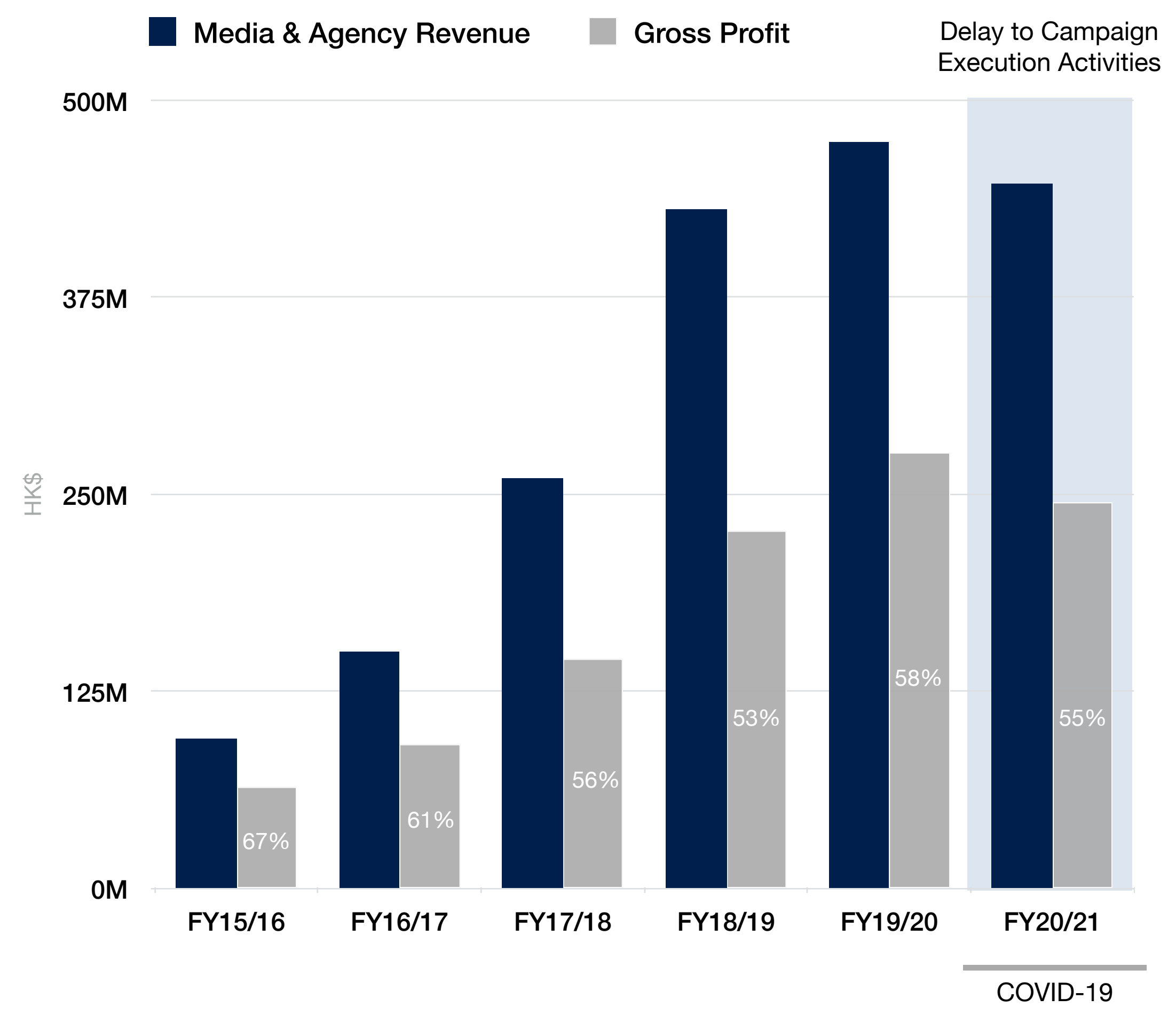
FY2021 Snapshot Income Statement



Media & Agency

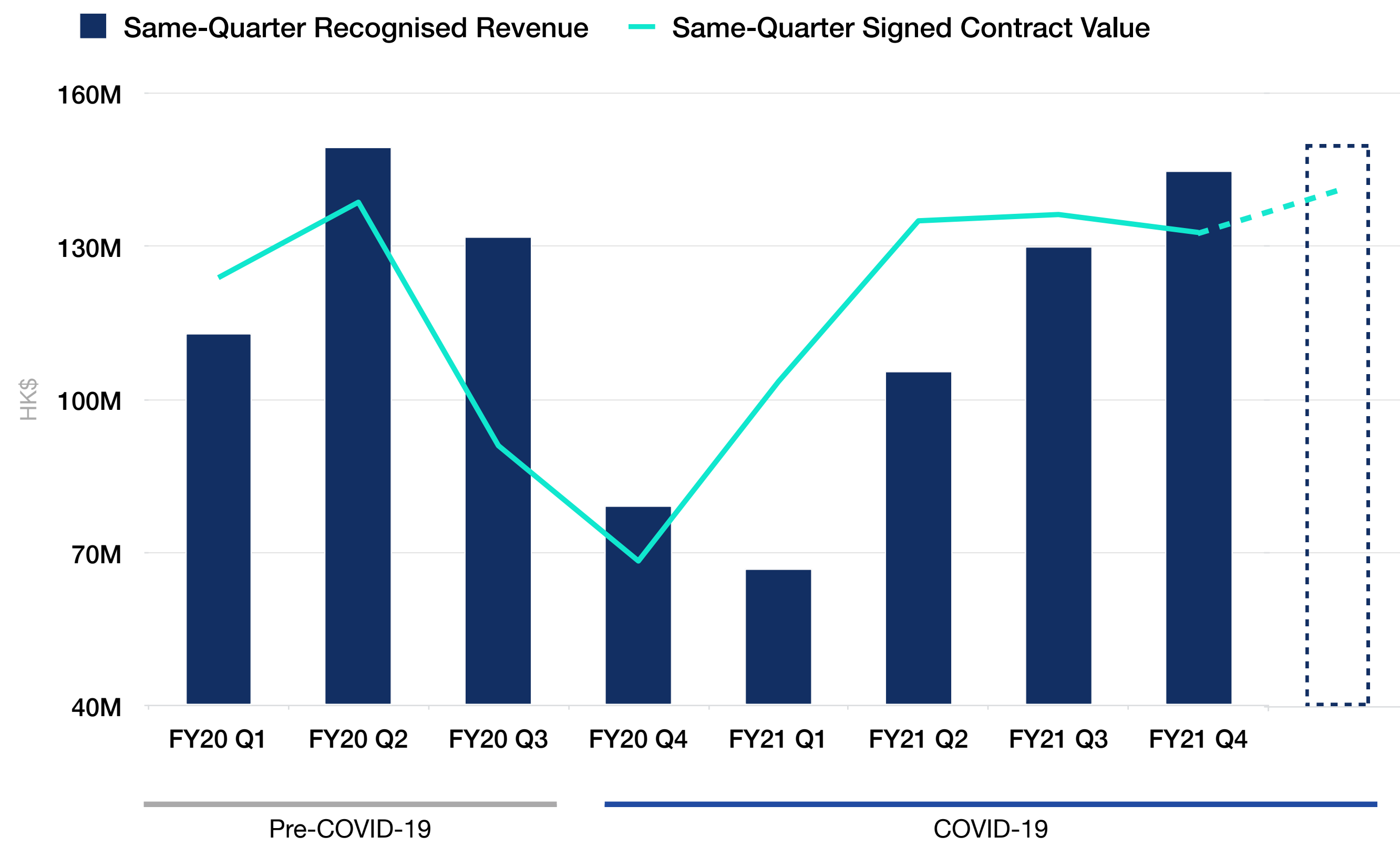
Hypebeast Ltd. 150.HK

Media Segment Expected to Resume Historical Growth Trend



Hypebeast Ltd. 150.HK

Strengthening Media Pipeline



+20%¹
Resurgence of Worldwide Digital Ad Spending



+14%
Total No. Of Media Customers



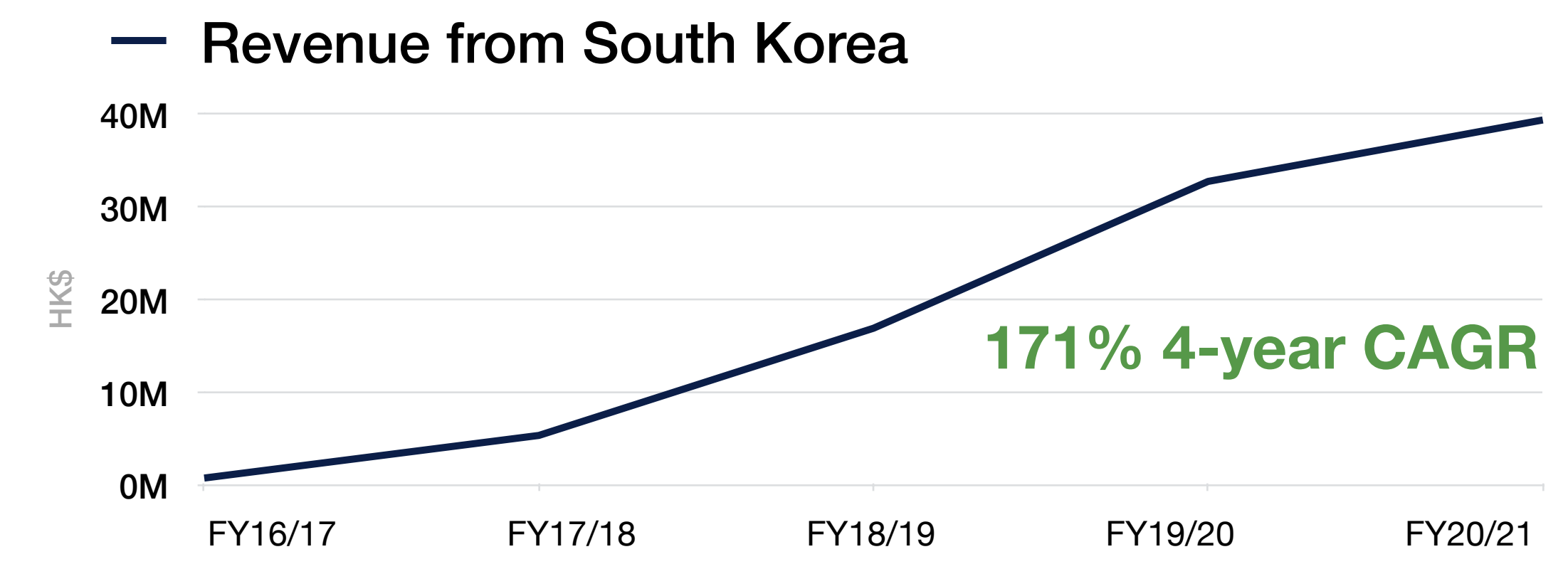
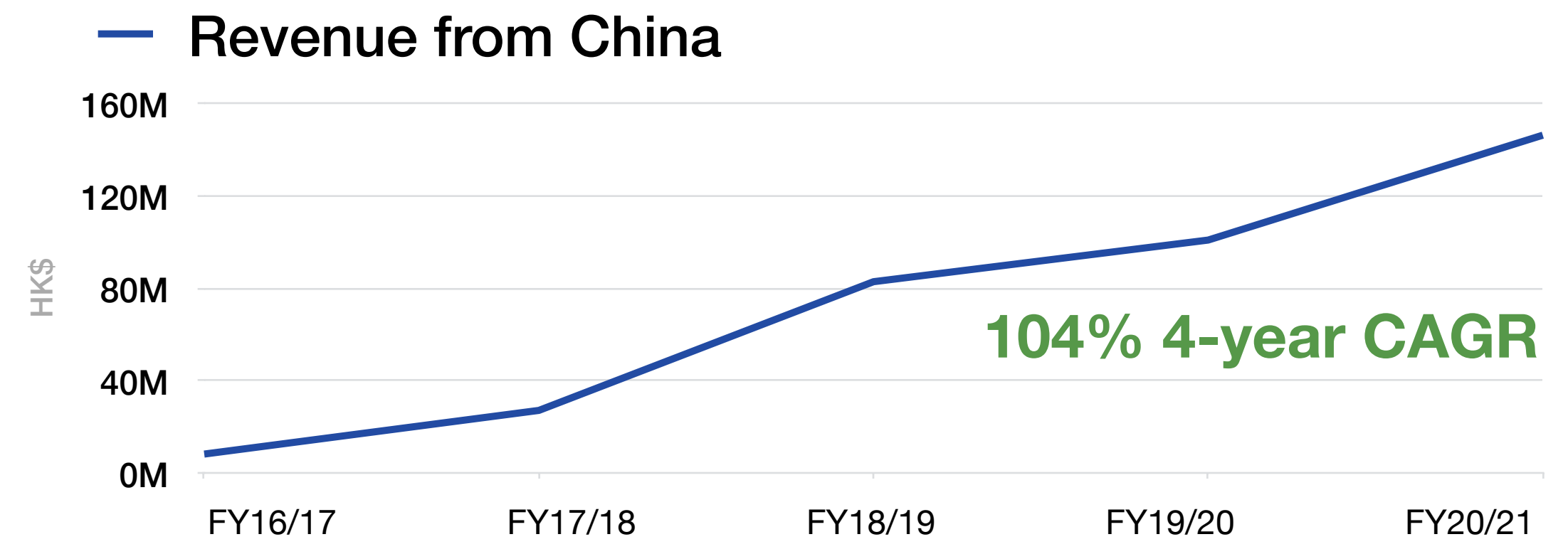
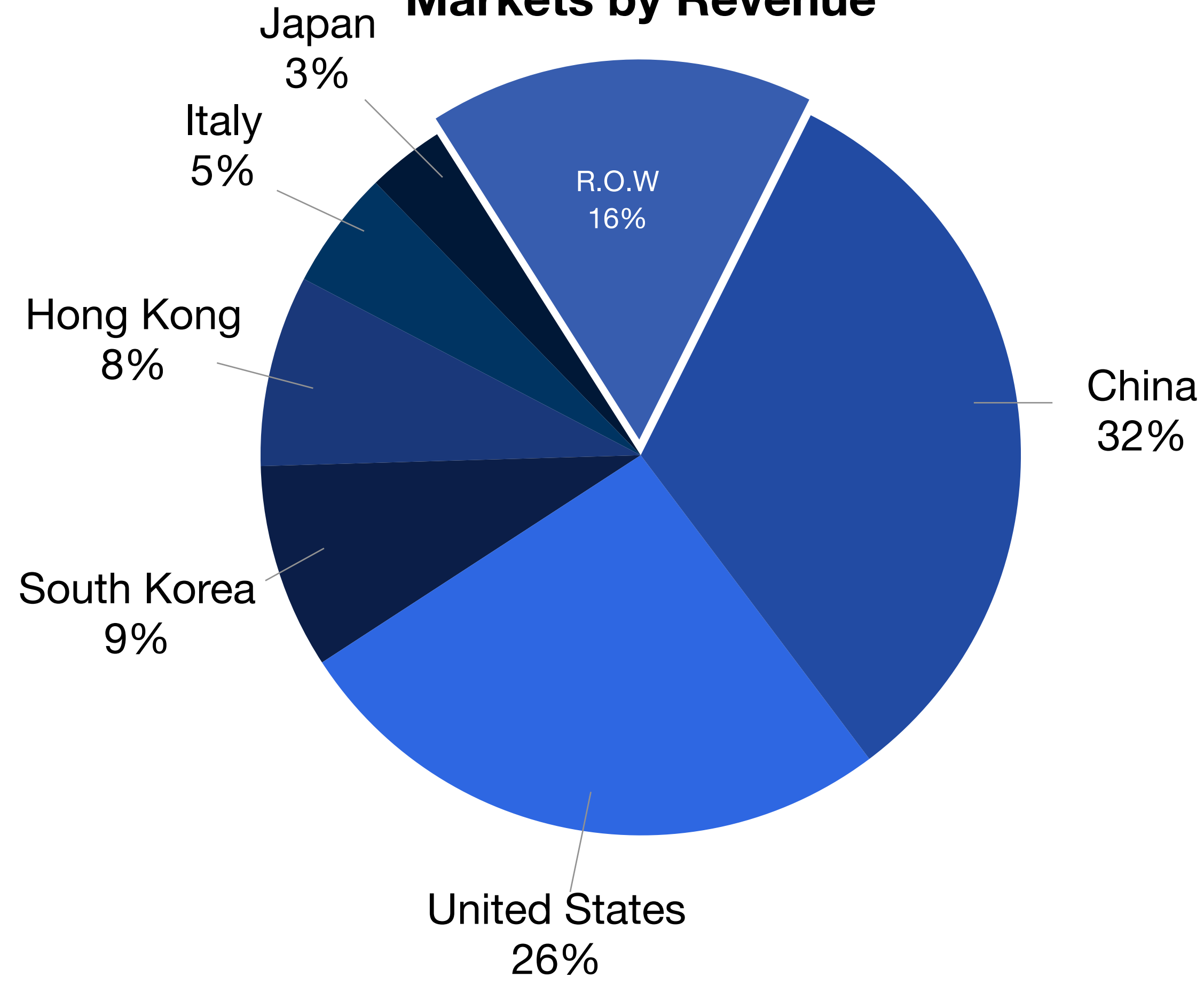
+7%
Signed Media Contracts

1. Emarketer, Worldwide Digital Ad Spending 2021

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Opening Markets, Steady in US and Exuberant Growth in China

FY2021 Top 6 Largest Regional Markets by Revenue

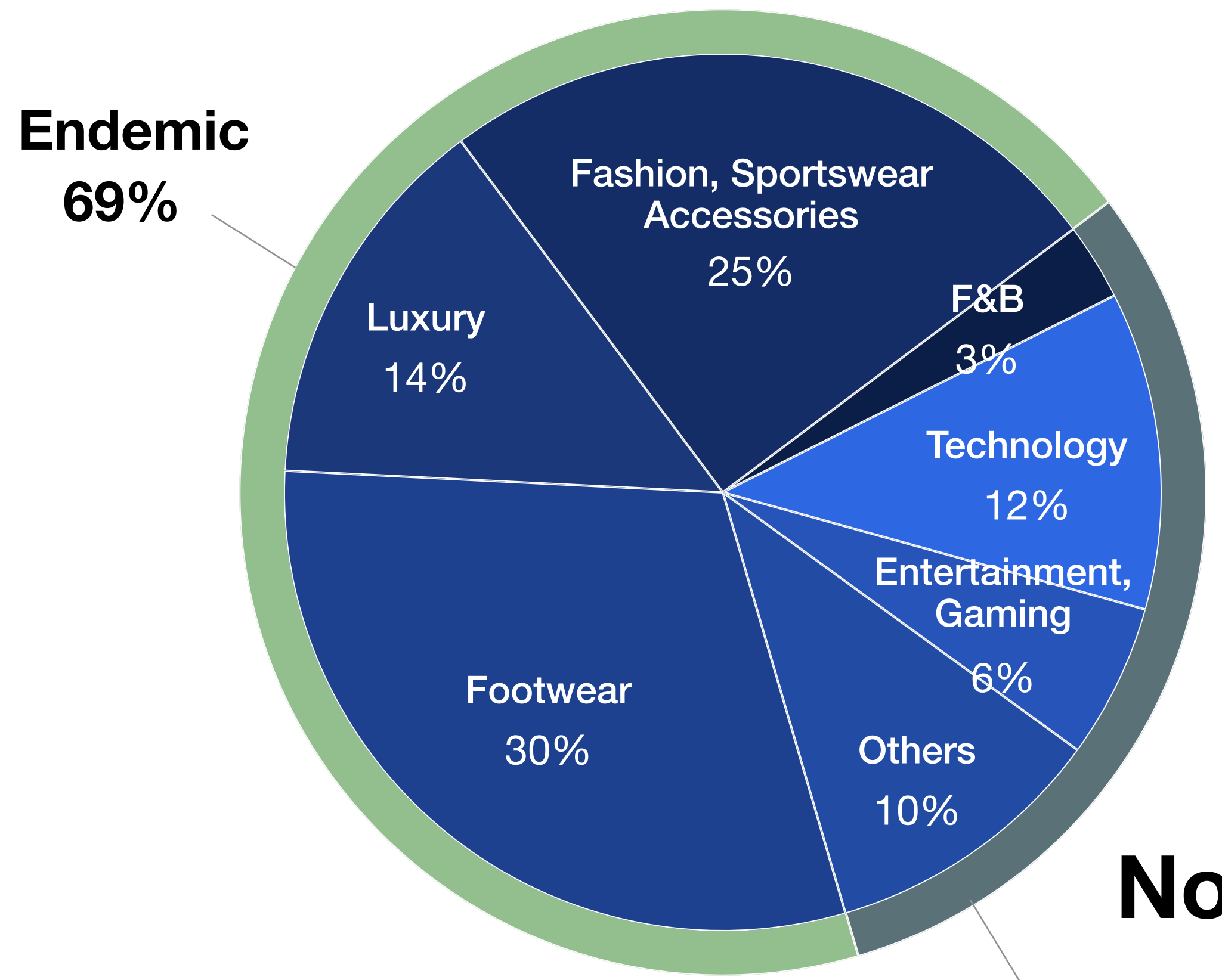


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Large-Scale Expansion in Non-Endemic Industries

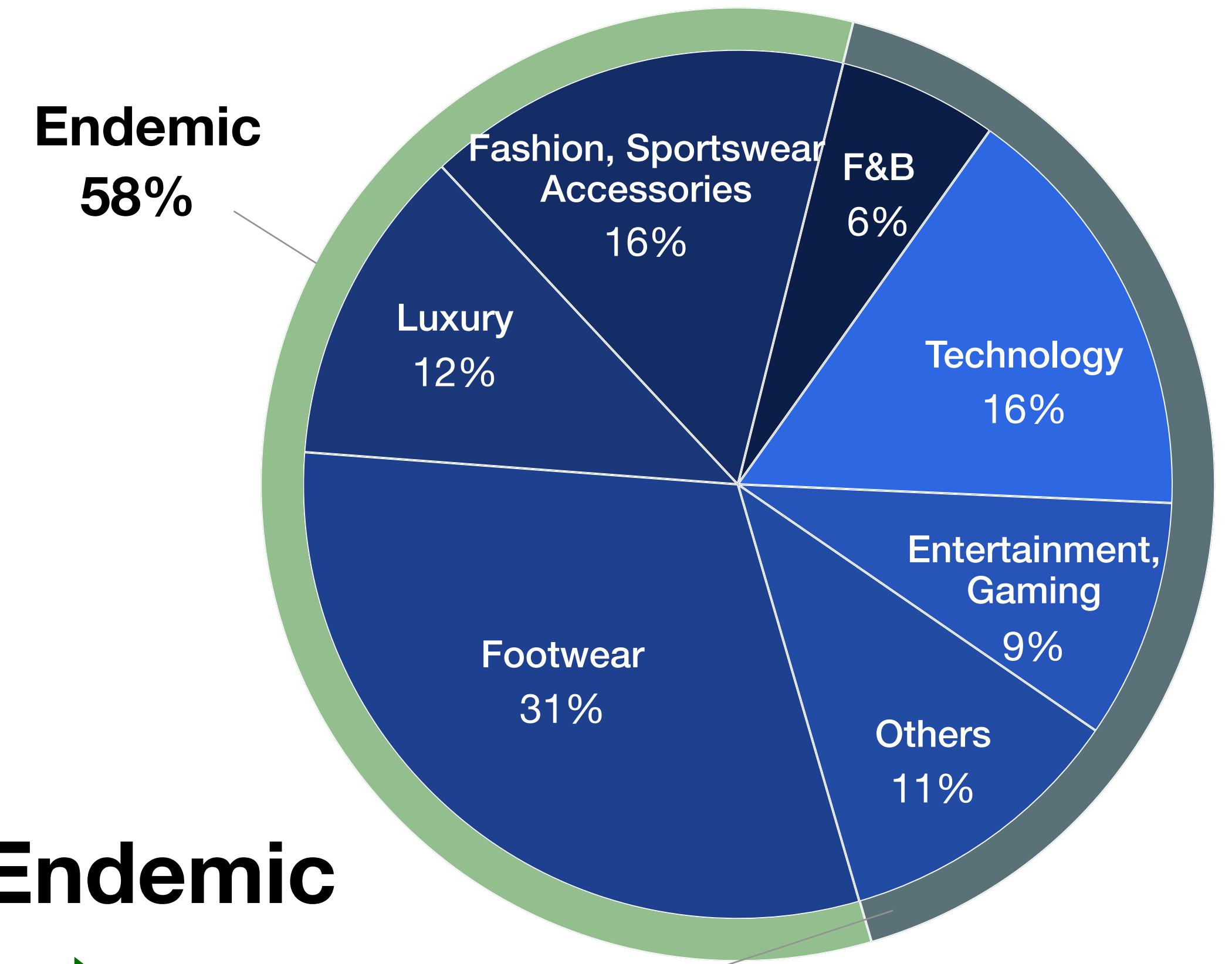
FY2020 Media Revenue by Category

● Endemic ● Non-Endemic



FY2021 Media Revenue by Category

● Endemic ● Non-Endemic



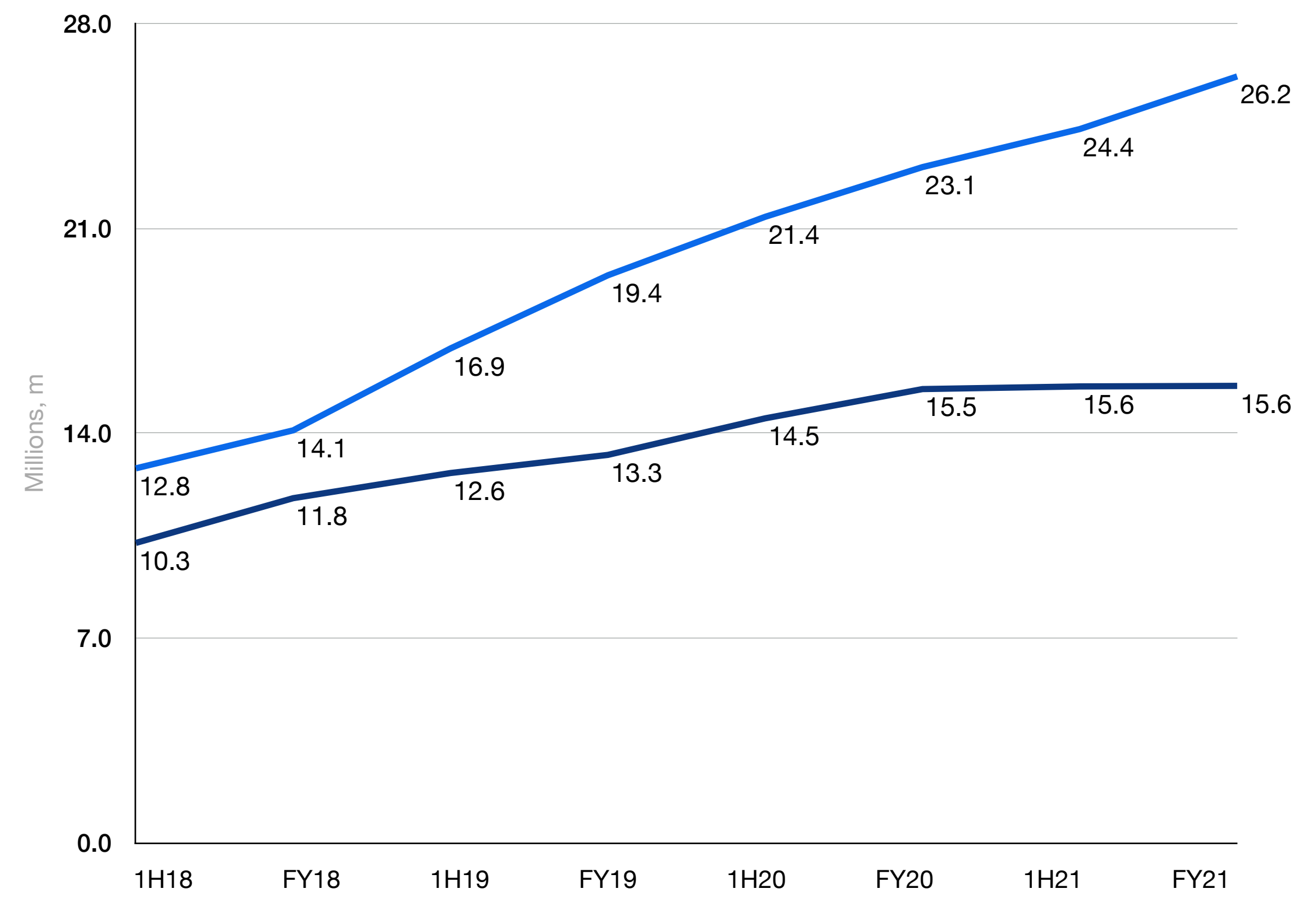
31% → **42%**

Hypebeast Ltd. 150.HK

New Community Building & Pivoting Towards Social Media

Market Trend - Continued shift in consumer behaviour from website to social media

— HB Media Platforms Trailing 12 Mth Avg Social Media Following
 — HB Media Websites Trailing 12 Mth Avg Monthly Unique Visitors






16.3M
Instagram Followers
As at 31 March 2021




5.7M
Facebook Followers
As at 31 March 2021




826.8K
Twitter Followers
As at 31 March 2021




HYPEBEAST Watches




HYPEBEAST Car Club




HYPEBEAST Indonesia



HypeArt



HypeGolf



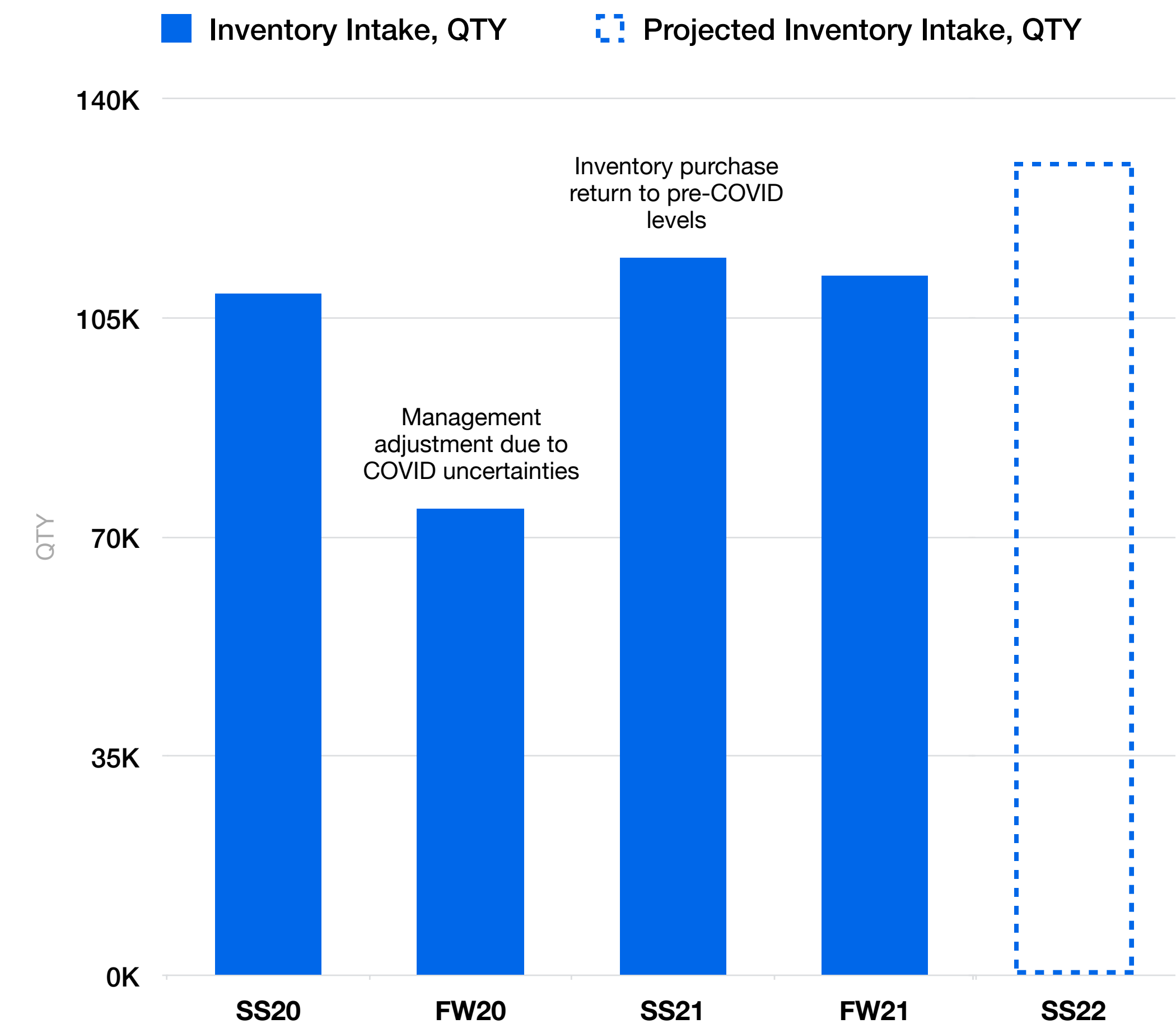
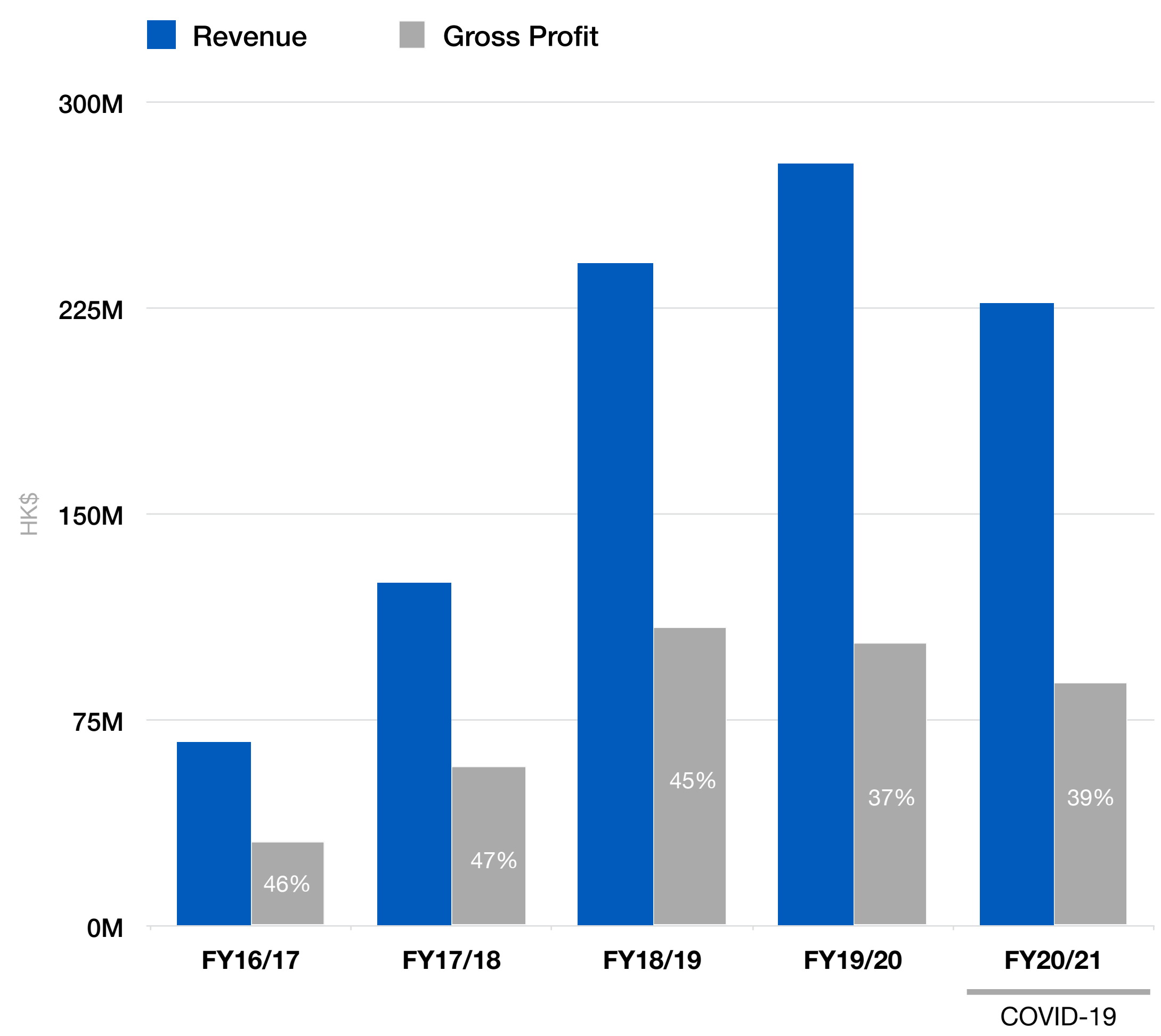
HYPEBAE Korea

Ever expanding Hypebeast media verticals

┌ E-Commerce & Retail

Hypebeast Ltd. 150.HK

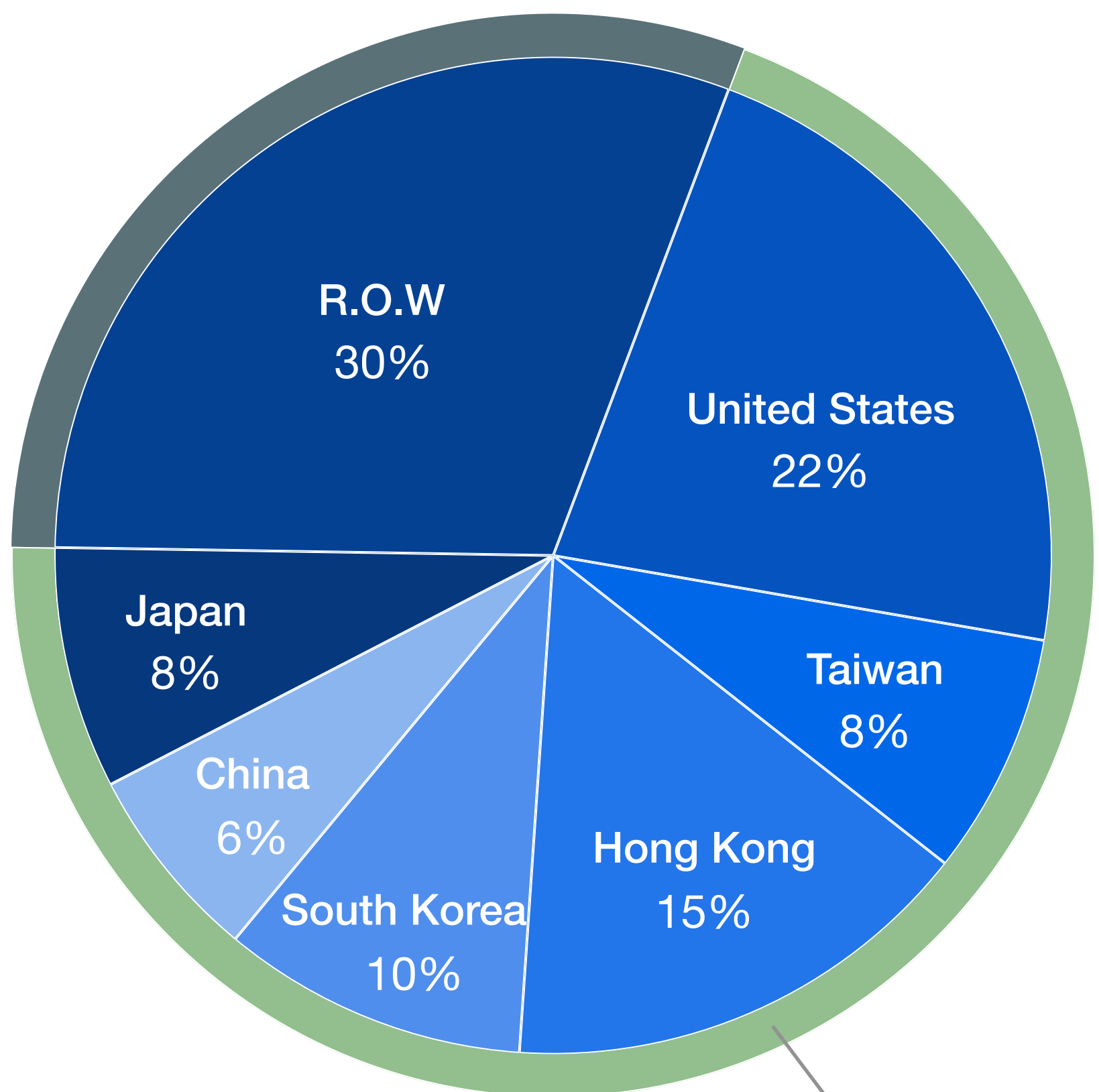
Margin Improvements and Rebounding Post-Pandemic



Hypebeast Ltd. 150.HK

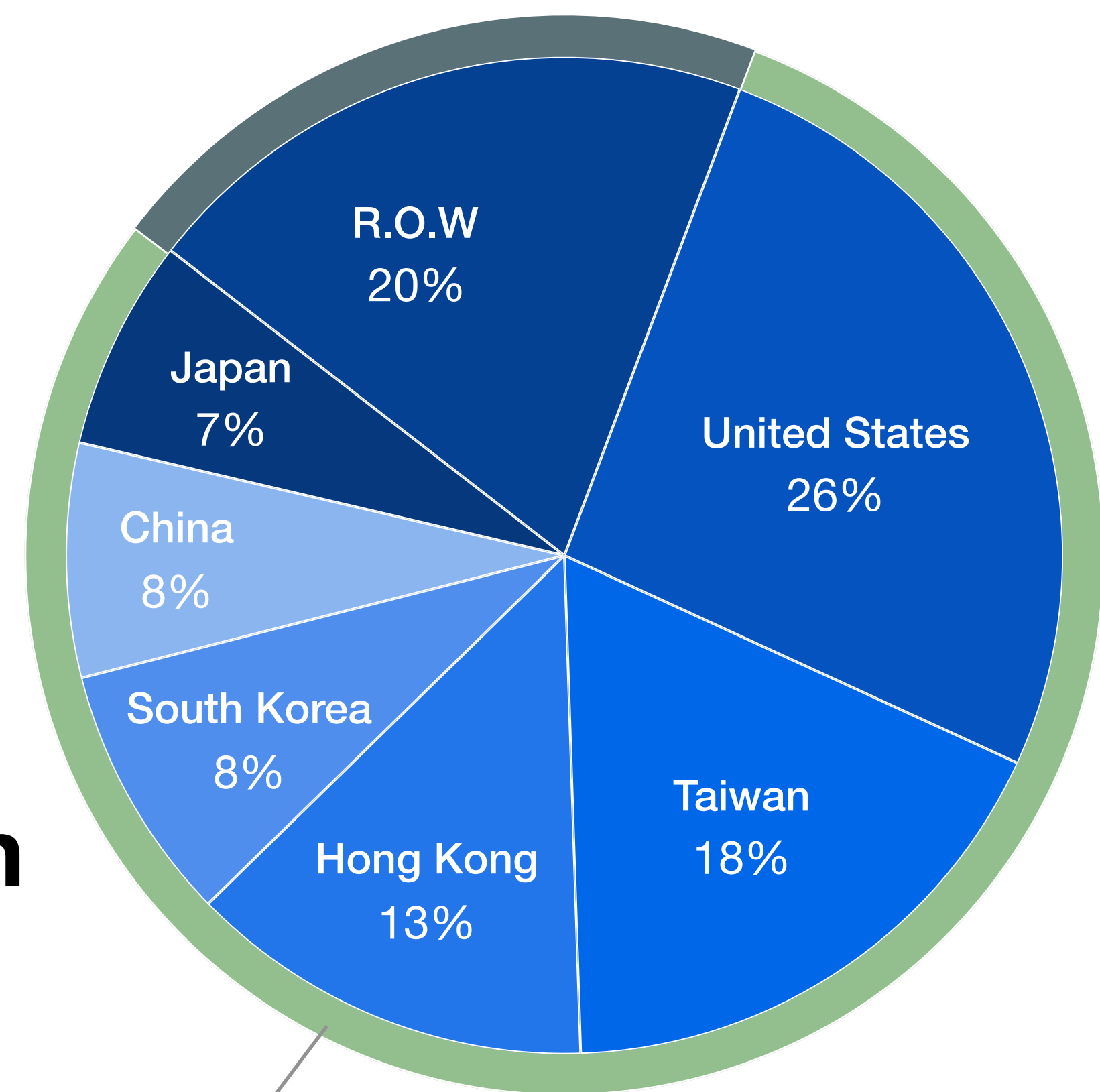
Customer Acquisition Concentration in Key Growth Markets

FY2020 Revenue by Region



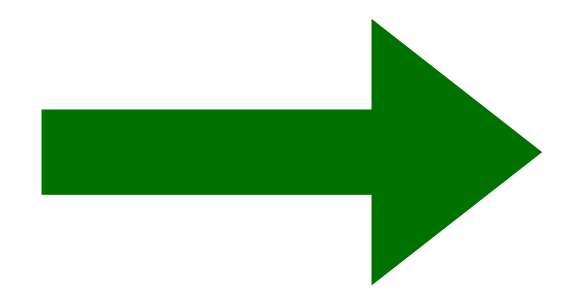
70%

FY2021 Revenue by Region



80%

Key Growth Markets



Hypebeast Ltd. 150.HK

Expanding Product Categories from Streetwear and Beyond

New Product Offerings

- Homeware & Furniture
- Outdoor Clothing & Gear
- Lifestyle Products
- Consumer Electronics
- Gaming Peripherals
- Used & Archives Collection
- In-house Private Labels

Venturing into In-house Merchandise Labels

- HYPEBEAST Collaboration Exclusives
- HYPB Label
- HBX Label


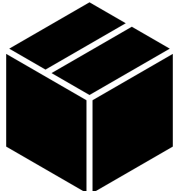



1. statista.com, eCommerce - Digital Market Outlook
 2. statista.com, Fashion - eCommerce
 3. statista.com, Furniture and Homeware - eCommerce
 4. FY20/21 Annual Financial Results

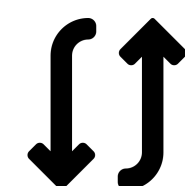
┌ Our Vision

Hypebeast Ltd. 150.HK




Unlocking the Full Potential of the Hypebeast Community

HBX  **890K** x  **HK\$1,930** x  **1.1%** = **HK\$226M**

HBX Monthly Unique Visitors Average Order Value Order Conversion Rate Existing E-Commerce & Retail Revenues?



Full conversion of Hypebeast MUV into Hypebeast shoppers

HYPEBEAST  **16M** x  **HK\$1,680-2,200** x  **0.8%-1.3%** = **↑ 12x-23x**

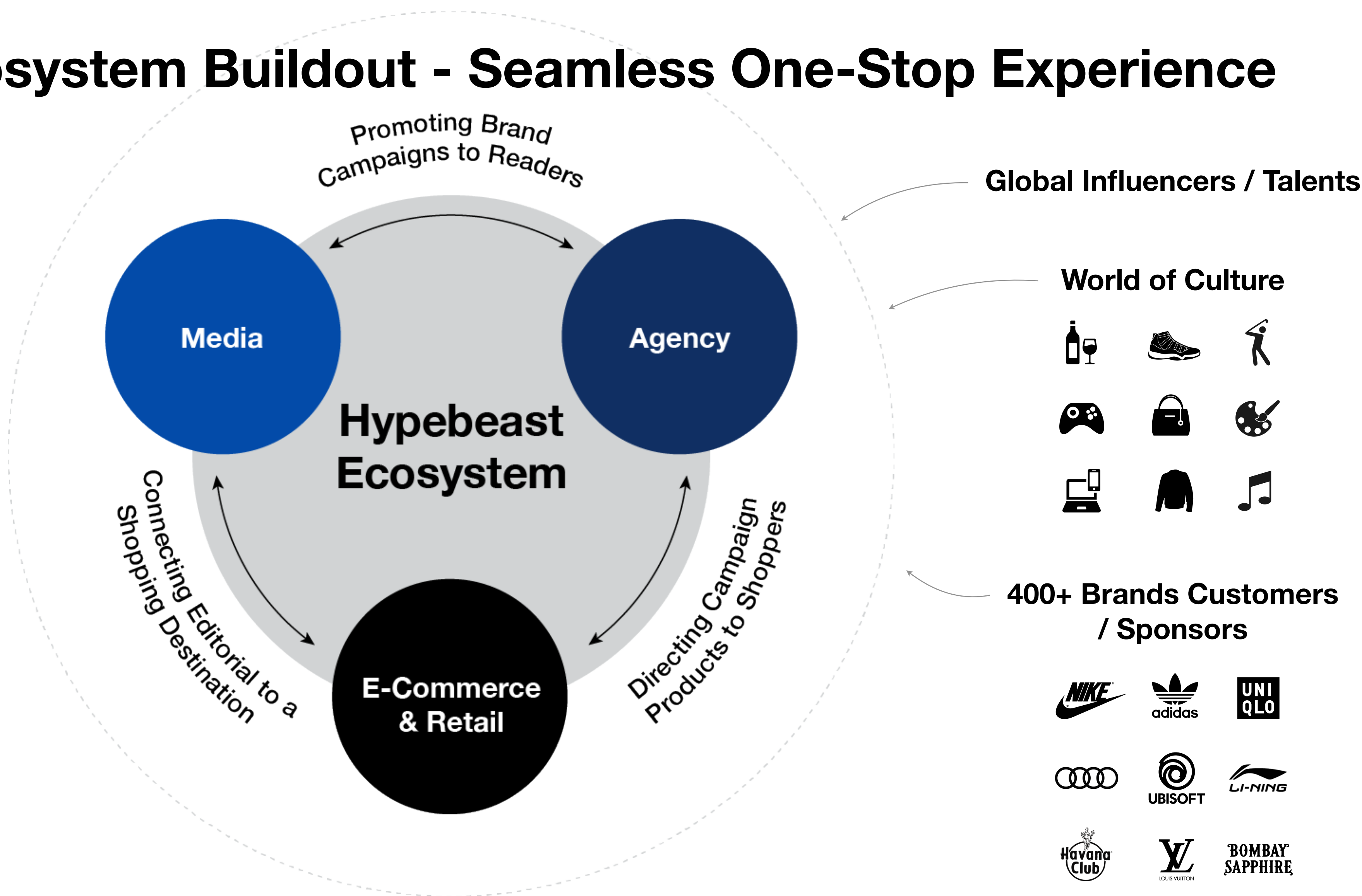
Hypebeast Monthly Unique Visitors Average Order Value Order Conversion Rate Potential Increase in E-Commerce & Retail Revenue

Hypebeast Ltd. 150.HK

Hypebeast Ecosystem Buildout - Seamless One-Stop Experience

Roadmap

- IT infrastructure build out
- Diversification of product offerings
- Expansion of archives and high quality vintage products
- Regional expansion and product distribution network
- Conversion of existing user base
- Establish physical retail stores




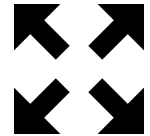

Hypebeast Ltd. 150.HK

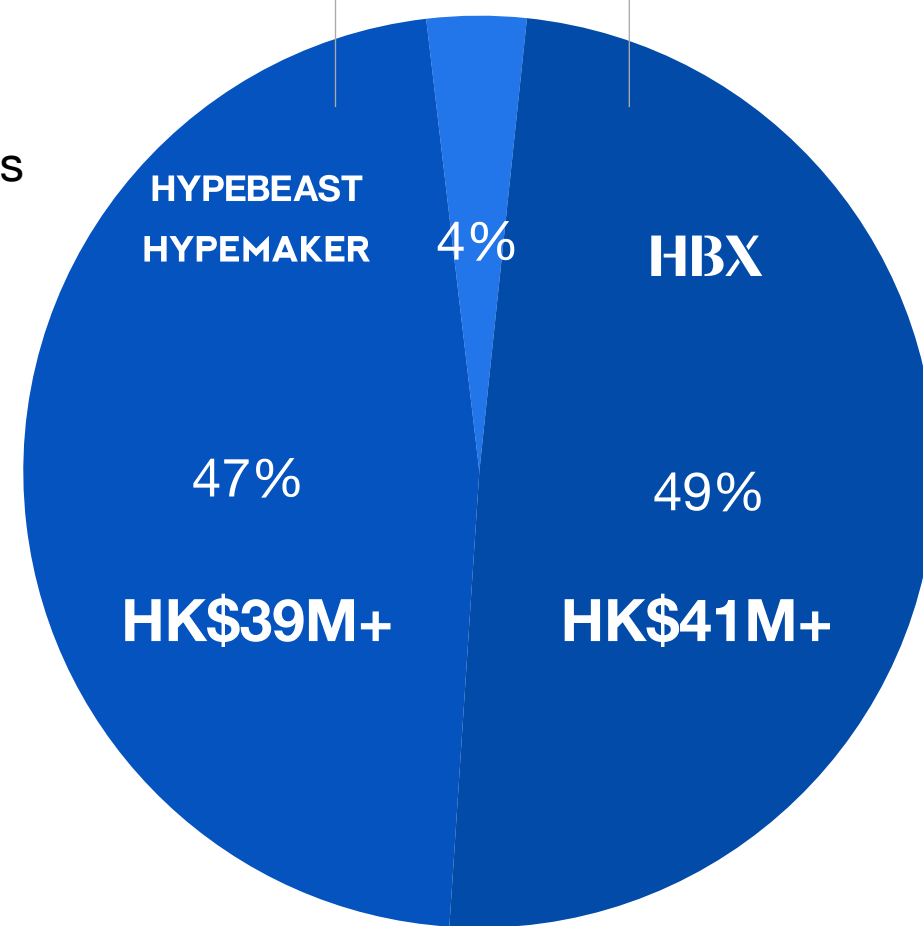
Homecoming to New York

Our first fully immersive, online to offline experience

- Slated to open in second half of FY2022
- Projected annual revenue generated: HK\$80M+
- Projected Income Streams:

MEDIA ACTIVATION SPACE

-  **Energy Driving**
Offline destination for all things "HYPE"
-  **Profit Generating & Cost Saving**
Activation, Production, Studio & Office space
-  **Community Making**
Communal space for the Hypebeast community



RETAIL COMMERCE SPACE

-  **HBX Retail Space**
Showcase brand stories
-  **Pop-Up Exhibitions**
Monthly activations & exhibitions

4-7/F
Office Space/ Production Studio

LL-3/F
Event & Activations Space /
Retail Store / Cafe



Appendix

Financial Information & Ratio Summary

	HK\$'000	FY18/19	FY19/20	% Change	FY20/21	% Change
Profit & Loss						
Revenues		672,192	751,367	12%	674,212	-10%
Gross Profit		335,354	379,278	13%	334,127	-12%
<i>Gross Profit Margin</i>		50%	50%		50%	
Selling & Marketing Expense		152,719	158,831	4%	112,791	-29%
<i>(as % of Revenues)</i>		23%	21%		17%	
Admin & Operating Expense		92,734	125,958	36%	125,005	-1%
<i>(as % of Revenues)</i>		14%	17%		19%	
EBITDA		80,019	105,711	32%	122,596	16%
<i>EBITDA Margin</i>		12%	14%		18%	
Net Profit		61,798	65,721	6%	70,584	7%
<i>Net profit Margin</i>		9%	9%		10%	
EPS (HKD Cent)		3.09	3.26	6%	3.47	6%
EPS Diluted (HKD Cent)		3.04	3.21	6%	3.45	7%
Balance Sheet						
Non-Current Assets		13,478	76,648	469%	121,195	58%
Inventories		67,802	71,408	5%	42,389	-41%
Trade and Other Receivables		173,894	221,400	27%	196,942	-11%
– Trade Receivables		130,745	118,376	-9%	83,793	-29%
Cash and Bank Balances		55,727	67,251	21%	209,575	212%
Trade and Other Payables		89,662	88,894	-1%	117,886	33%
Bank Borrowings		26,990	32,836	22%	5,996	-82%
Net Operating Working Capital*		207,761	271,165	31%	331,020	22%
CAPEX		(7,114)	(7,007)	-2%	(16,877)	141%
FCF		(12,595)	38,638	-407%	178,838	363%
Cashflow Statement						
Net Cash (Used In)/Generated from Operating Activities		(5,481)	45,645	-933%	195,715	329%
Net Cash (Used In)/Generated from Investing Activities		(18,577)	(22,834)	23%	(12,264)	-46%
Net Cash (Used In)/Generated from Financing Activities		21,179	(11,256)	-153%	(43,027)	282%
Net Change in Cash and Cash Equivalents		(2,879)	11,555	-501%	140,424	1,115%
Cash and Cash Equivalents at the Beginning of Year		58,581	55,727	-5%	67,251	21%
Effect of Exchange Rate Changes		25	(31)	-224%	1,900	-6,229%
Cash and Cash Equivalents at the End of Year		55,727	67,251	121%	209,575	312%

*(Cash + Trade and Other Receivables + Inventories) - (Trade and Other Payables)

Websites, Links & Contact

Media

HYPEBEAST

<http://www.hypebeast.com>

HYPEBAE

<http://www.hypebae.com>

POPBEE

<https://popbee.com>

Agency

HYPEMAKER

<https://hypemaker.co>

Commerce

HBX

<https://hbx.com>

Sponsored Level 1 ADR Program

Trading Market: OTC

Ticker Symbol: HYPBY

CUSIP: 44916C104

ADR Ratio: 1 ADR : 100 shares of common stock

Depository: The Bank of New York Mellon
BNY Mellon Shareowner Services
P.O. Box 505000
Louisville, KY 40233-5000
U.S.A.

Website: www.adrbnymellon.com
Email: drsettlements@bnymellon.com
Calls within USA - toll free: 1(888) BNY ADRS
International callers: 1(201) 680 6825

Corporate

 <http://hypebeast.ltd>

Investor Relations Contact

 investors@hypebeast.com

Q&A

Thank you.

HYPEBEAST

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