

HYPEBEAST

FY 22/23

Interim Results

November 2022

150.HK

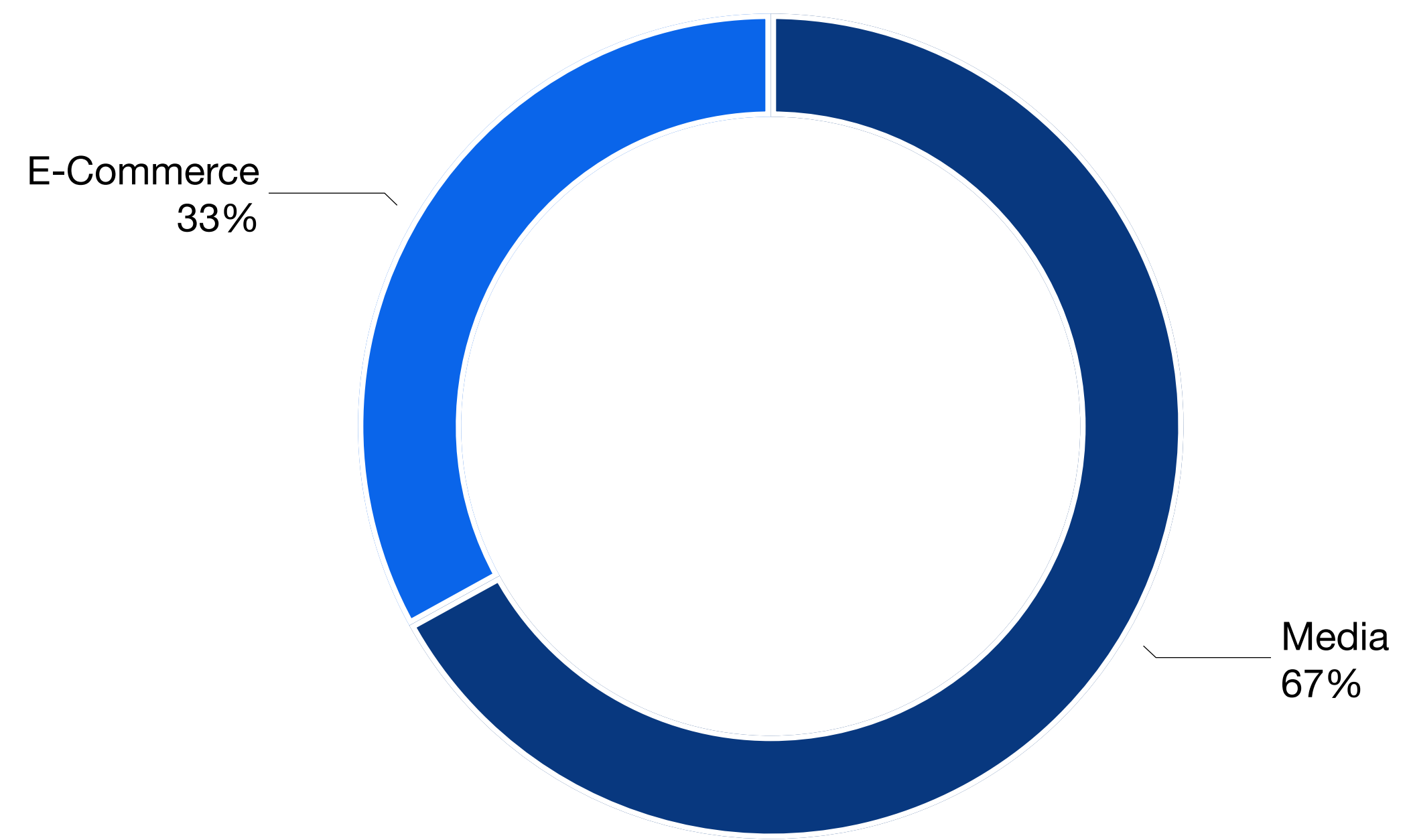
Disclaimer

This Presentation contains information pertaining to Hypebeast Limited and/or its subsidiaries, affiliates, related entities, directors, officers and employees (collectively “Hypebeast”), and is intended to be used solely for your personal reference. It does not nor intends to, in any way or manner, constitute an inducement or invitation to invest in Hypebeast. This Presentation does not intend to provide, and you may not rely on it as providing, a complete and/or comprehensive analysis or overview of Hypebeast. Any and all matters, explanations, financials and information set out in this Presentation is subject to change at any time without notice, hence no reliance should be placed on the fairness, accuracy, completeness or correctness of any contents herein. Hypebeast (including its advisors or representatives) shall not bear any liability (in negligence or otherwise) for any loss and damage whatsoever or howsoever arising from any use or reliance of this Presentation, its contents or otherwise arising in connection herewith. Any questions, responses and factual statements hereto simply aims to provide an outline and covers the basic information of Hypebeast for informative purposes only.

Hypebeast Ltd. 150.HK

Company Overview

Revenue by Segment



HK\$450M YoY+2%
Revenue

17.4M YoY+12%
Average Monthly Unique Visitors²

52% YoY -7 pp
Gross Profit Margin

33.2M YoY+18%
Social Media Followers³

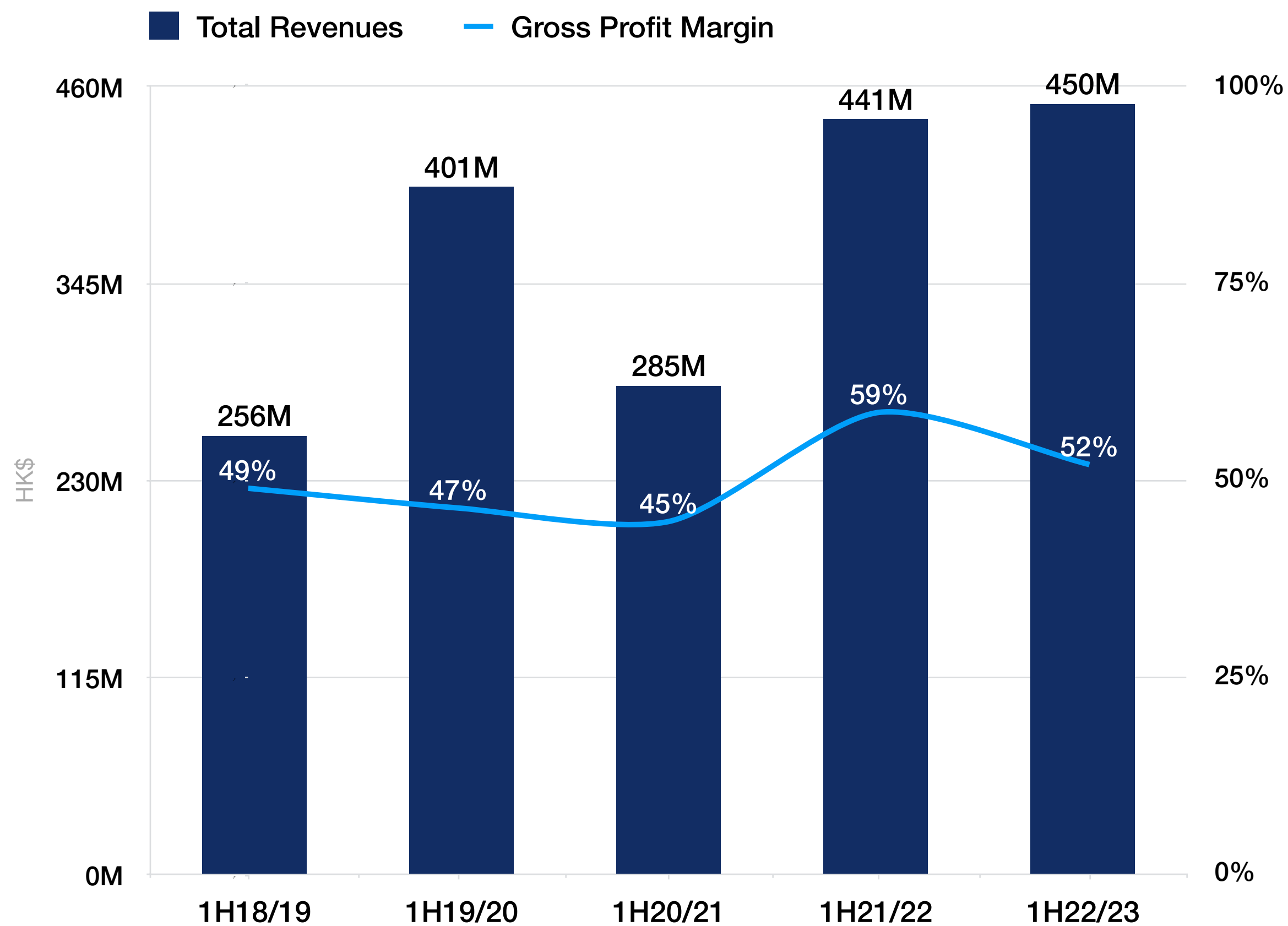
5% YoY -20 pp
Adjusted EBITDA Margin¹

602 YoY+32%
Headcount⁴

1. Adjusted EBITDA is calculated as profit / (loss) before tax + interest expense + depreciation + amortization expense + professional fees related to the Merger + other non-cash items
 2. Average monthly unique visitors refer to the number of user who requests webpages across the Hypebeast, Hypebae and Popbee platforms during the 12-month ended September 30, 2022.
 3. Social media followers refer to the total number of followers on all third-party social media platforms (including Facebook, Instagram, Twitter, etc.). Figures as of September 30, 2022.
 4. Total number of staff headcount as of September 30, 2022

Hypebeast Ltd. 150.HK

Financial Snapshot

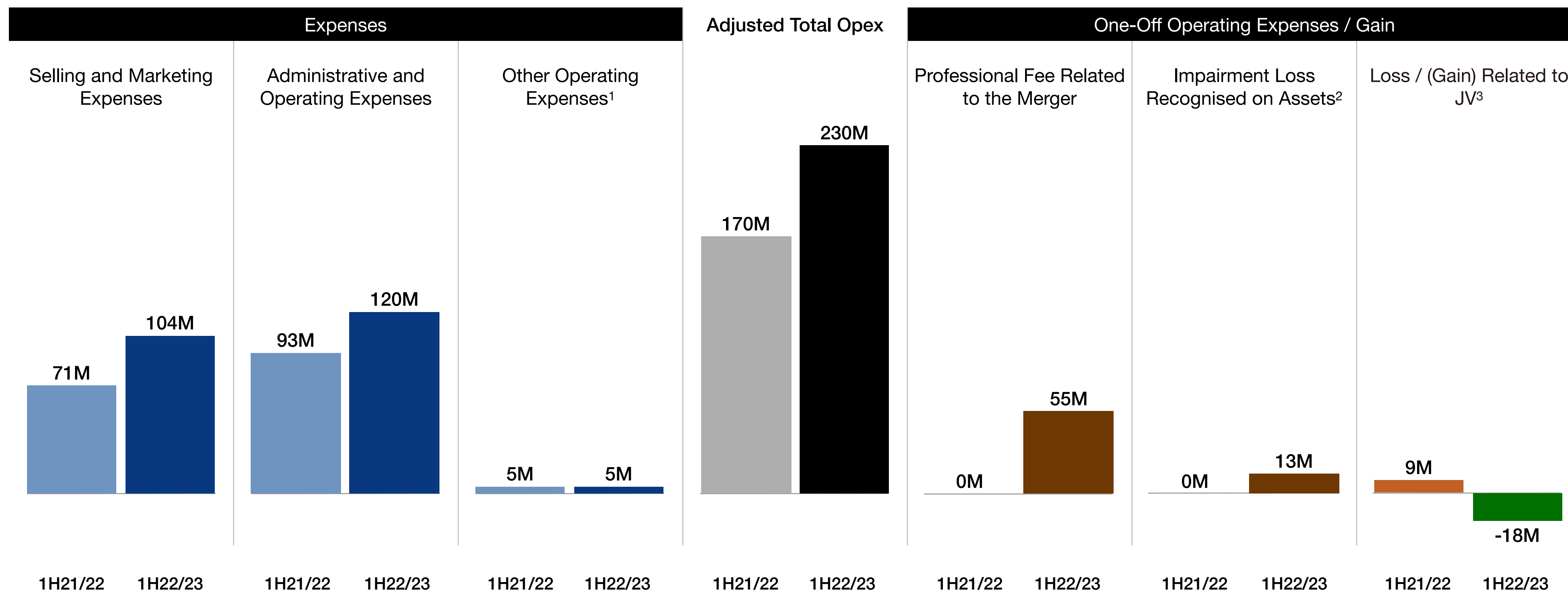


	1H22/23 (HK\$M)	1H21/22 (HK\$M)	% Change
Revenue	450	441	2%
Gross Profit	234	258	(9%)
<i>Gross Profit Margin</i>	52%	59%	
Selling & Marketing Expenses	104	71	46%
<i>(as % of Revenue)</i>	23%	16%	
Admin & Operating Expense	120	93	29%
<i>(as % of Revenue)</i>	27%	21%	
Adjusted EBITDA ¹	22	104	(79%)
<i>Adjusted EBITDA Margin</i>	5%	24%	

Hypebeast Ltd. 150.HK

Operating Expenses

Six months ended September 30, 2022 (HK\$)



1. Other operating expenses include other gains and loss, impairment losses under expected credit losses model and finance costs.

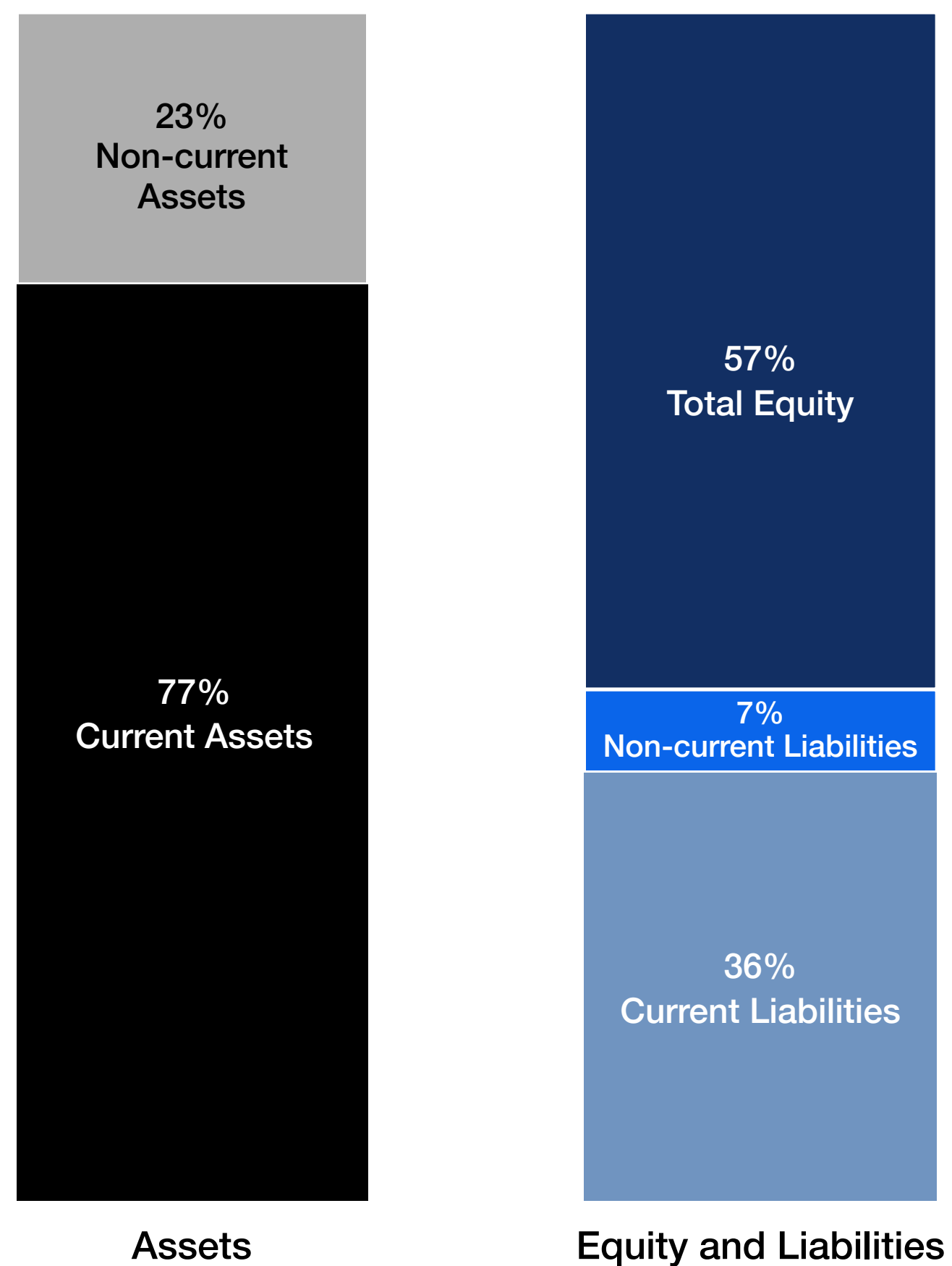
2. Impairment loss recognised on assets includes impairment loss recognised on PPE and ROU assets and intangible assets.

3. HK\$9 million of impairment loss recognised on amount due from JV was recorded in 1H21/22. HK\$18 million of gain on disposal of JV was recorded in 1H22/23.

Hypebeast Ltd. 150.HK

Balance Sheet Snapshot

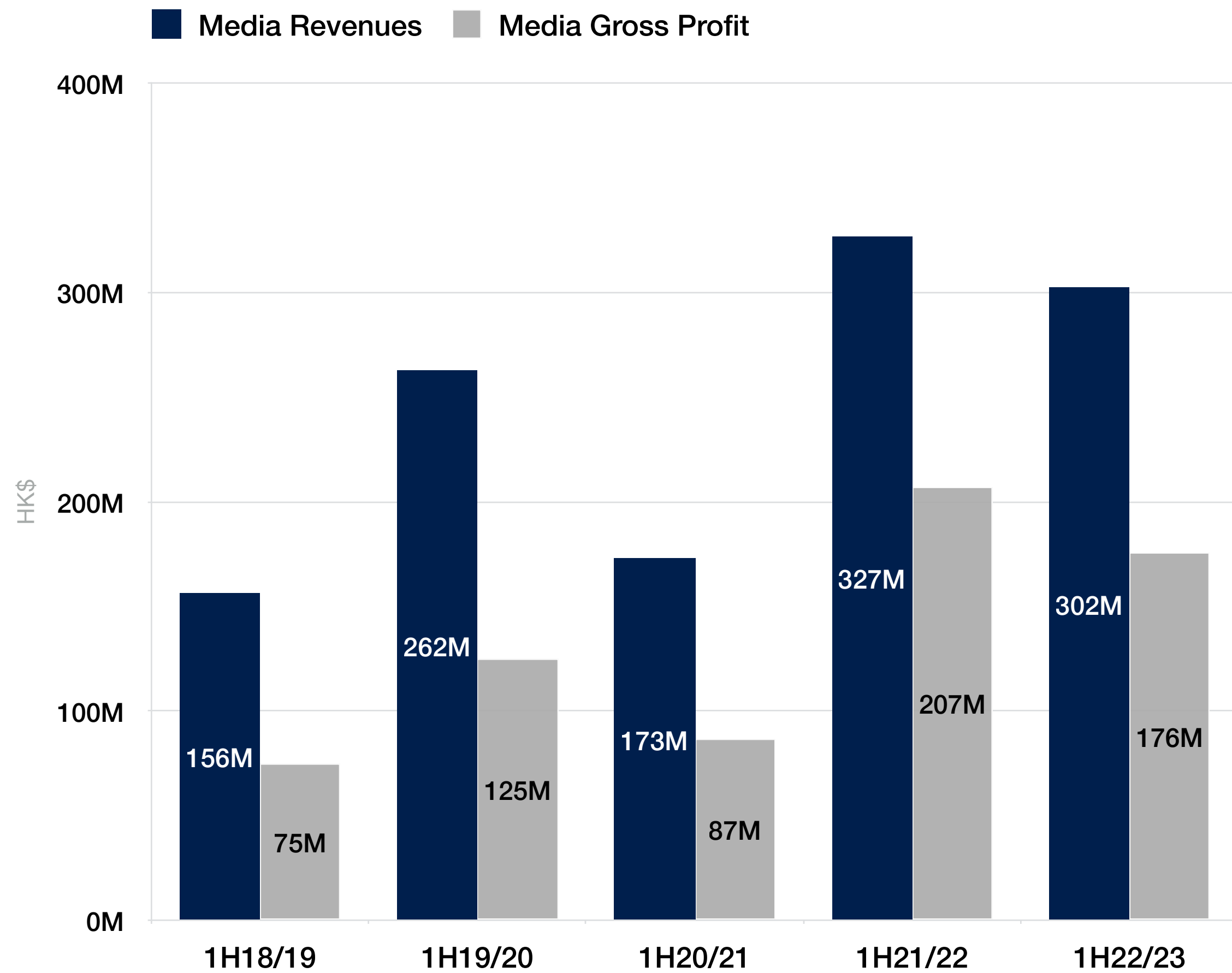
As at September 30, 2022



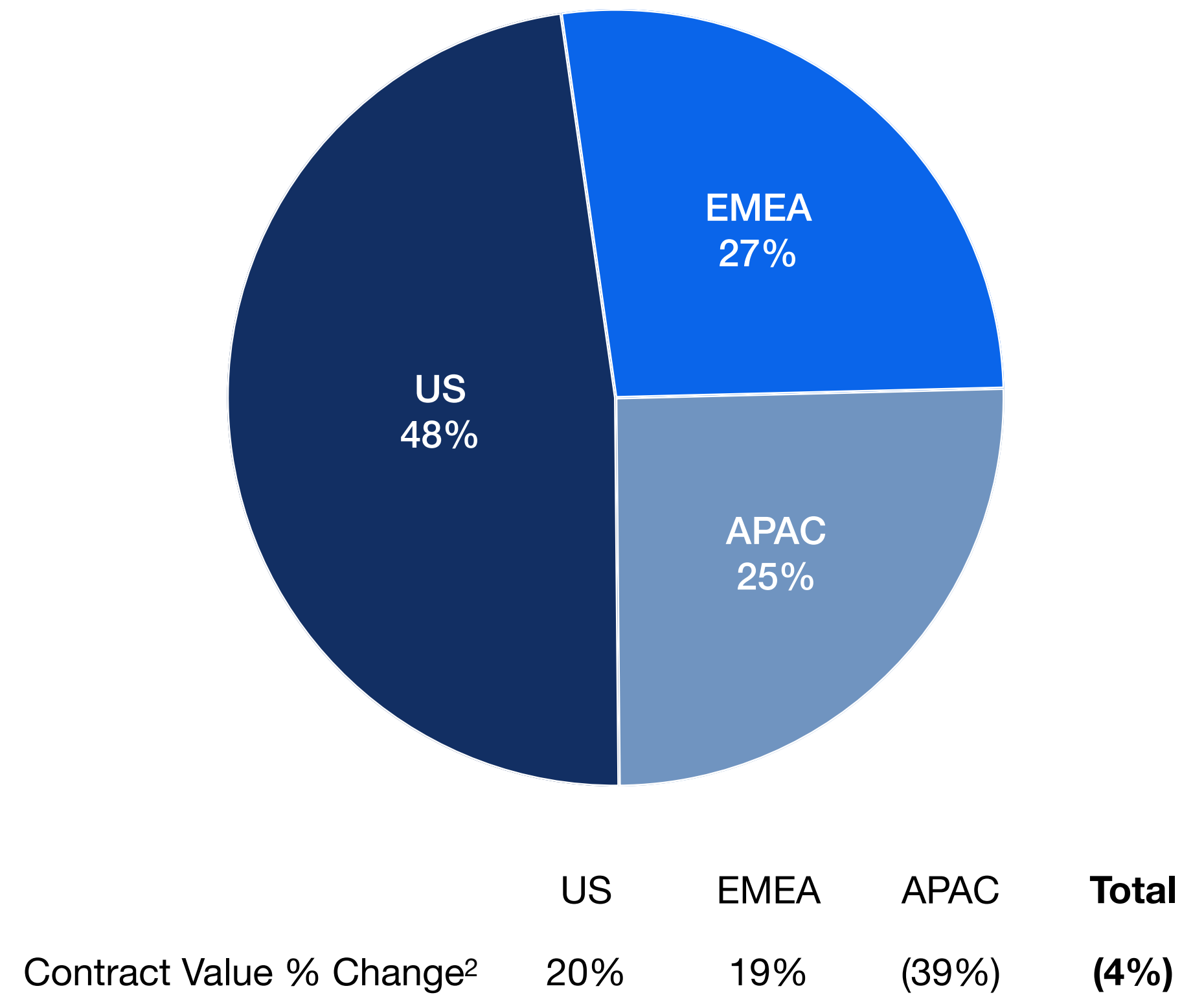
Metrics	1H22/23	1H21/22
Account Receivables Turnover (days)	83	70
Inventory Turnover (days)	181	154
CAPEX (HK\$M) ¹	12	21

Hypebeast Ltd. 150.HK

Media Segment Overview



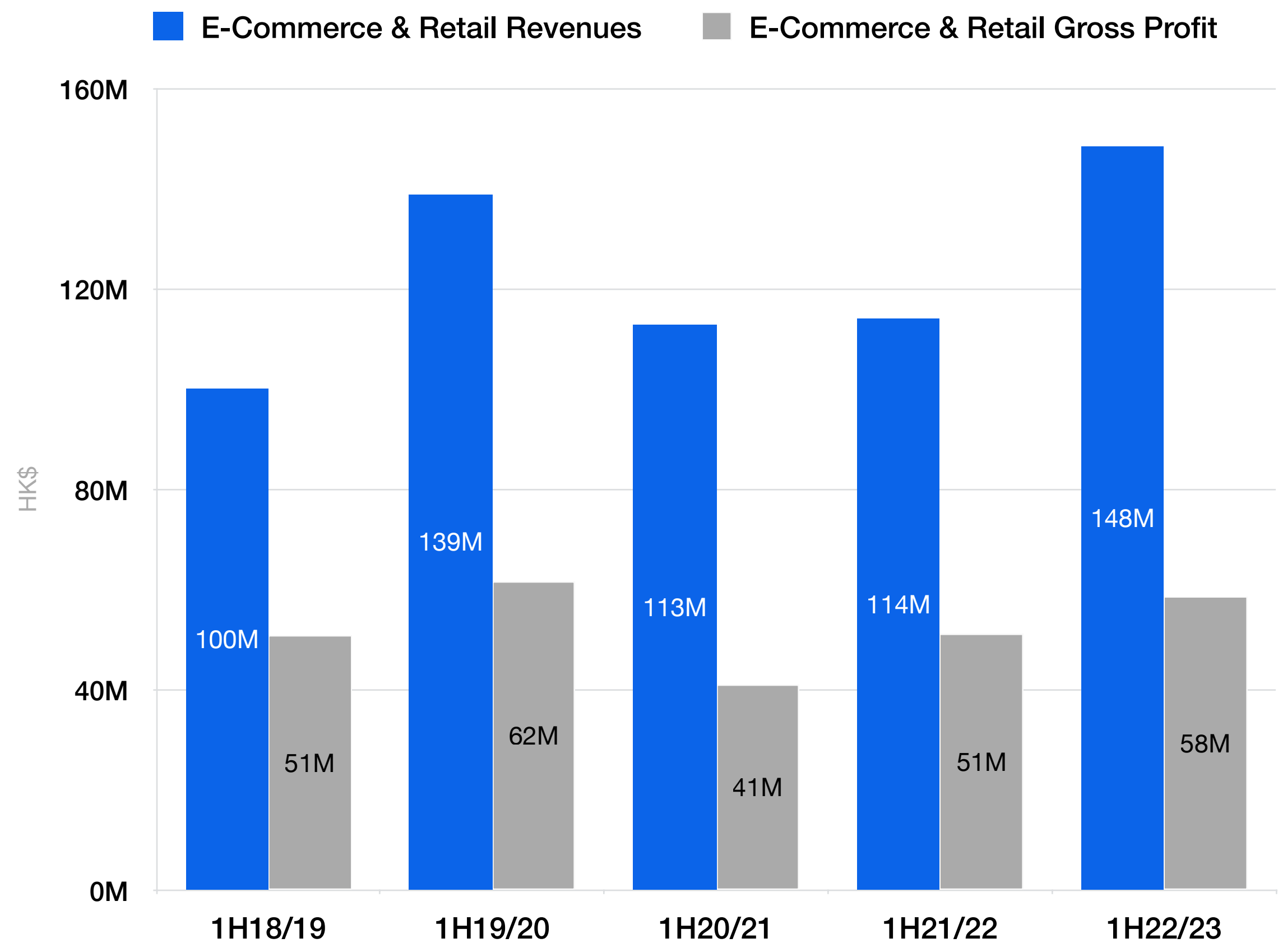
1H22/23 Contract Value By Region¹



1. Contract value by region for 1H22/23.
 2. % change in contract value from 1H21/22 to 1H22/23.

Hypebeast Ltd. 150.HK

E-Commerce & Retail Segment Overview



HK\$1,930 (~US\$248)
Average Order Value¹

HK\$940 (~US\$121) YoY-10%
Average Unit Value²

70,480 YoY+24%
Number of Orders³

1.12%
Order Conversion Rate³

1. Average order value is calculated by total sales divided by the number of orders during 1H22/23. 1.00 USD : 7.785 HKD
 2. Average unit value is calculated by total retail price of products sold / number of sold products during 1H22/23. 1.00 USD : 7.785 HKD
 3. Number of orders in 1H22/23
 4. Order conversion rate is calculated by average monthly unique visitors of HBX website divided by average orders per month during 1H22/23.

Q&A

Thank you.

HYPEBEAST

Appendix

Financial Information & Ratio Summary

	1H21/22		1H22/23		% Change
	HK\$'000	US\$'000 ¹	HK\$'000	US\$'000 ¹	
Profit & Loss					
Revenues	440,837	56,626	450,014	57,805	2%
Gross Profit	258,362	33,187	234,225	30,087	(9%)
<i>Gross Profit Margin</i>	59%	59%	52%	52%	
Selling & Marketing Expense	71,427	9,175	104,388	13,409	46%
<i>(as % of Revenue)</i>	16%	16%	23%	23%	43%
Admin & Operating Expense	93,465	12,006	120,359	15,460	29%
<i>(as % of Revenue)</i>	21%	21%	27%	27%	
Adjusted EBITDA	103,978	13,356	21,782	2,798	(79%)
<i>Adjusted EBITDA Margin</i>	24%	24%	5%	5%	
(Loss) / Profit for the Period	62,974	8,089	(64,693)	(8,310)	(203%)
<i>Net profit Margin</i>	14%	14%	(14%)	(14%)	
(Loss) Earnings Per Share (HK\$/US\$ cents)	3.07	0.394	(3.15)	(0.405)	(203%)
(Loss) Earnings Per Share Diluted (HK\$/US\$ cents)	3.06	0.393	(3.15)	(0.405)	(203%)
Balance Sheet					
		March 31, 2022	September 30, 2022		
Non-Current Assets	167,383	21,501	159,334	20,467	(5%)
Inventories	69,702	8,953	91,967	11,813	32%
Trade and Other Receivables	183,018	23,509	234,562	30,130	28%
– Trade Receivables	128,898	16,557	146,714	18,846	14%
Cash and Bank Balances	284,269	36,515	192,394	24,713	(32%)
Trade and Other Payables	145,708	18,717	158,616	20,375	9%
Bank Borrowings	7,363	946	22,214	2,853	202%
Net Operating Working Capital ²	391,281	50,261	360,307	46,282	(8%)
CAPEX ³	(36,987)	(4,751)	(12,413)	(1,594)	(66%)
FCF ⁴	32,645	4,193	(74,238)	(9,536)	(327%)
Cashflow Statement					
		1H21/22	1H22/23		
Net Cash From / (Used In) Operating Activities	69,632	8,944	(61,825)	(7,942)	(189%)
Net Cash Used In Investing Activities	(22,461)	(2,885)	(4,019)	(516)	(82%)
Net Cash Used In Financing Activities	(2,728)	(350)	(9,116)	(1,171)	234%
Net Increase / (Decrease) in Cash and Cash Equivalents	44,443	5,709	(74,960)	(9,629)	(269%)
Cash and Cash Equivalents at the Beginning of Period	209,575	26,920	284,269	36,515	36%
Effect of Exchange Rate Changes	701	90	(16,915)	(2,173)	(2,513%)
Cash and Cash Equivalents at the End of Period	254,719	32,719	192,394	24,713	(24%)

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>

Corporate

 <http://hypebeast.ltd>

Investor Relations

Contact

 investors@hypebeast.com