

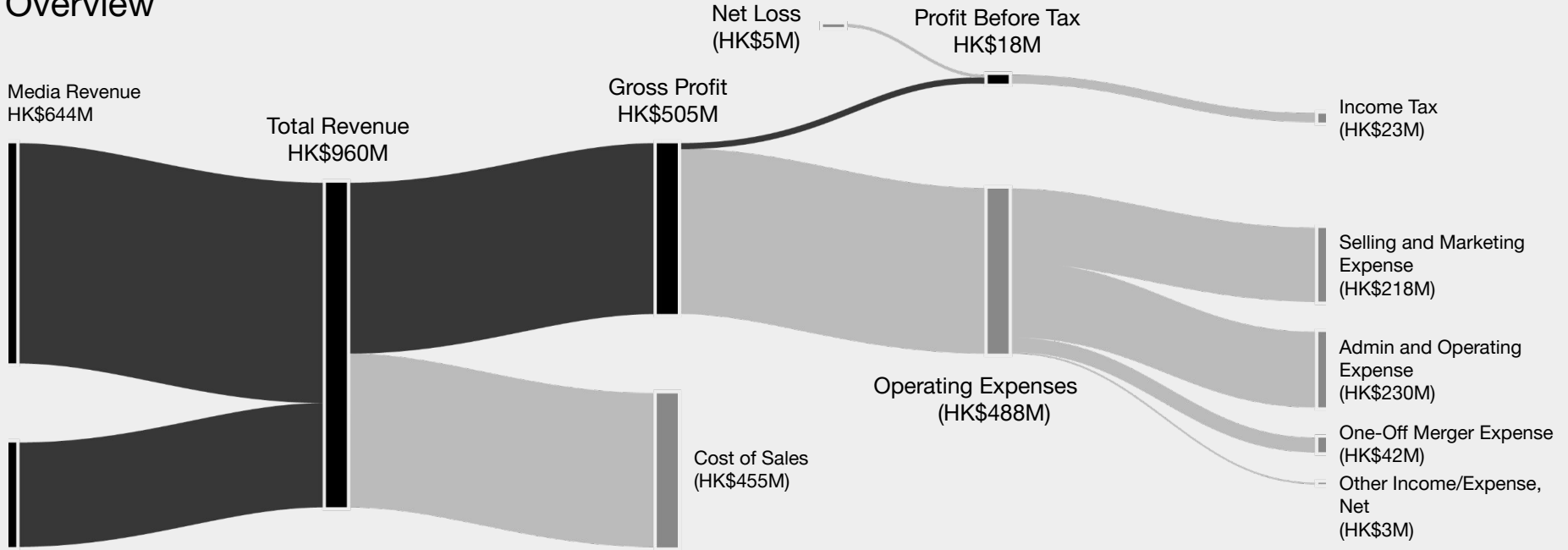
HYPEBEAST **FY22/23 ANNUAL RESULTS**

June 2023
150.HK

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FY2023 Financial Overview



E-Commerce & Retail Revenue
HK\$316M

Chart Key

- Revenue Inflow
- Expense

Segment Highlights

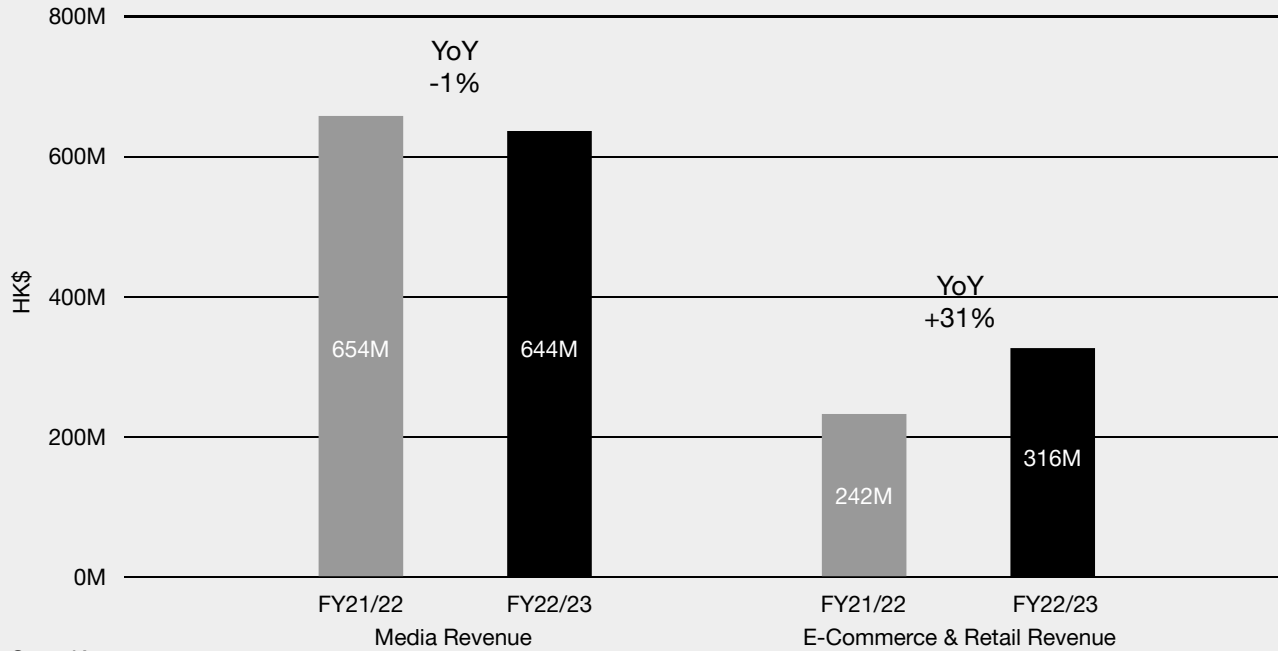
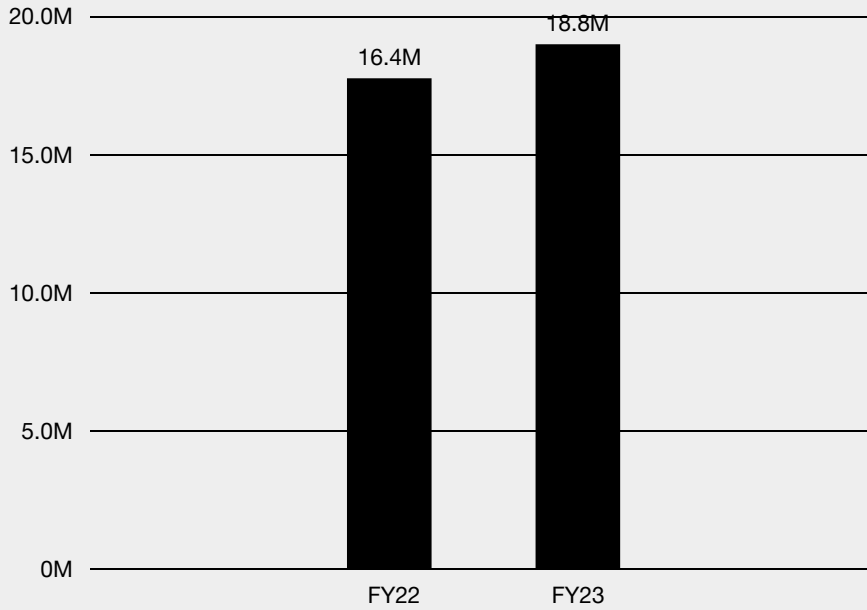


Chart Key

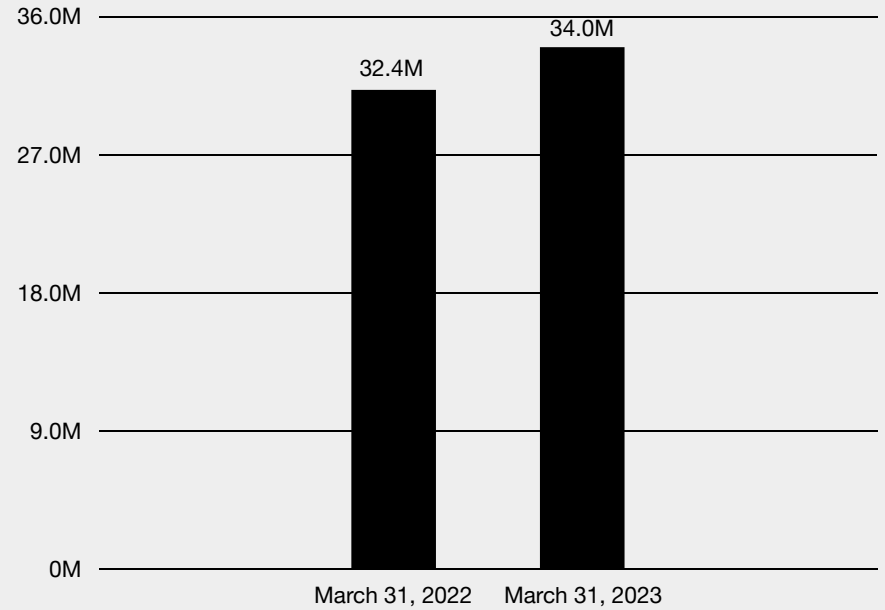
- FY21/22
- FY22/23

Growing Social Media Following & Website Traffic

Average Monthly Unique Visitors



Social Media Followers



1. Average Monthly Unique Visitors refer to the number of user who requests webpages across the Hypebeast, Hypebae and Popbee platforms in a month during the years ended March 31.

2. Social media followers refer to the total number of followers on all third-party social media platforms (including Facebook, Instagram, Twitter, Tiktok, etc.). Figures as of March 31.

FY2024 Strategic Priorities

Operational Efficiency

Prioritize operational efficiency and cost control to ensure profitability across all divisions.

Community-Centric Approach

Ensure our products and experiences always resonate with our audience, in particular Gen Z.

Strengthen the Hypebeast Ecosystem

Refine and deliver a more cohesive and effective platform to bridge brands with readers, and drive customer acquisition and conversion.

Overall Growth Trend

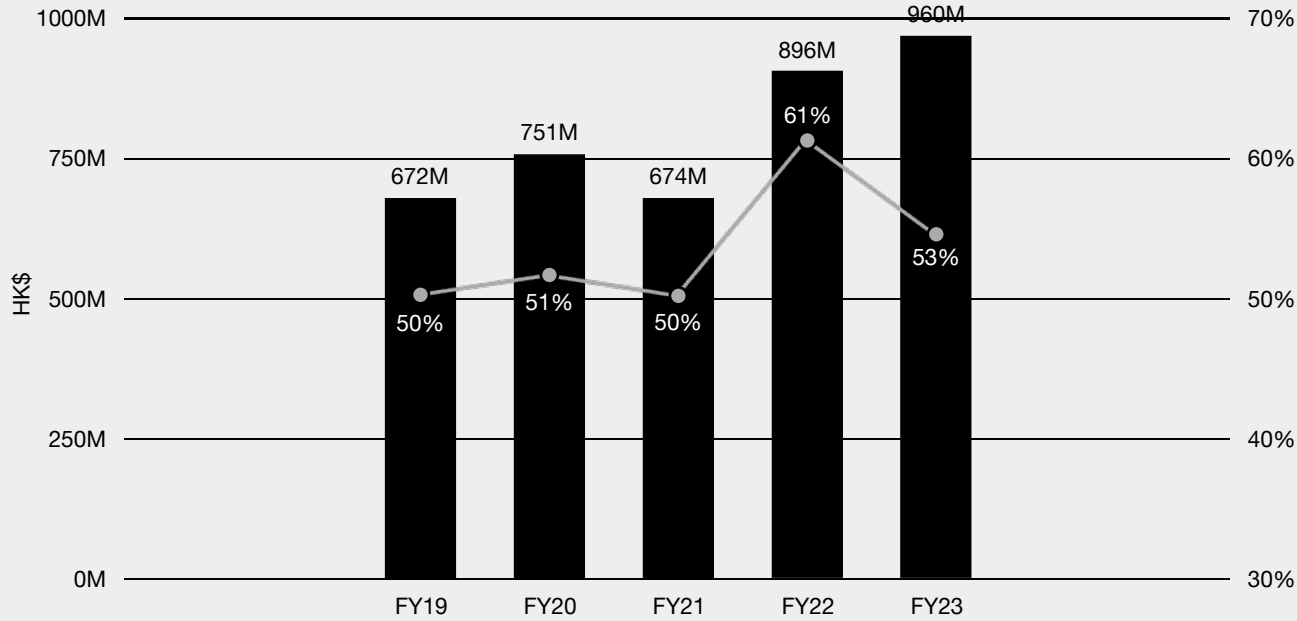


Chart Key

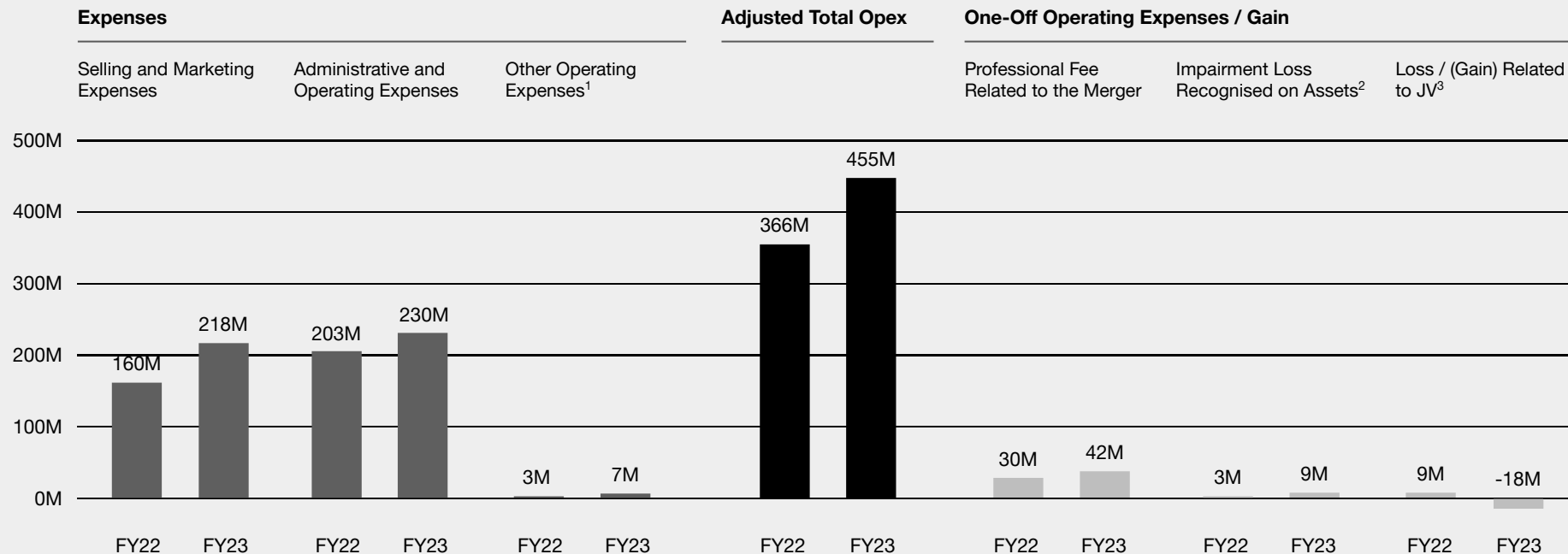
- Revenue
- Gross Profit Margin

FY2023 Financial Snapshot

HK\$'000	FY2022	1H2023	2H2023	FY2023	YoY% Change
Revenue	895,632	450,014	509,959	959,973	7%
Media	653,590	301,564	342,641	644,205	-1%
E-commerce and Retail	242,042	148,450	167,318	315,768	30%
Gross Profit (Gross Profit Margin)	549,313 61%	234,225 52%	271,193 53%	505,418 53%	-8%
S&M Expense (as % of Revenues)	(160,391) 18%	(104,388) 23%	(113,871) 22%	(218,259) 23%	36%
A&O Expense (as % of Revenues)	(202,650) 23%	(120,359) 27%	(109,489) 21%	(229,848) 24%	13%
EBITDA EBITDA Margin	174,252 19%	(27,750) (6%)	87,849 17%	60,099 6%	-66%
One-Off Merger Expenses	(30,185)	(54,555)	12,320	(42,235)	40%
Adjusted EBITDA Margin Adjusted EBITDA Margin	215,779 24%	21,782 5%	71,330 14%	93,112 10%	-54%

Operating Expenses

Year ended 31 March 2022, 2023 (HK\$)



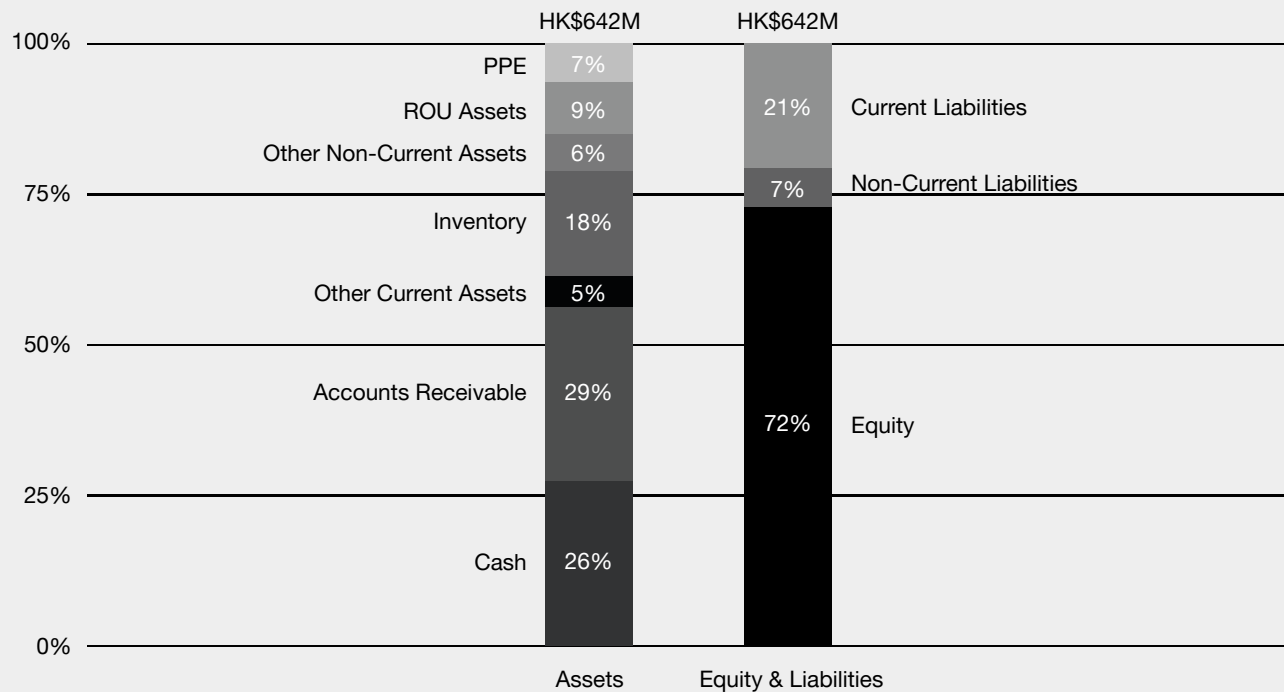
1. Other operating expenses include other gains and loss, impairment losses under expected credit losses model and finance costs.

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

3. HK\$9 million of impairment loss recognised on amount due from JV was recorded in FY2022. HK\$18 million of gain on disposal of JV was recorded in FY2023.

Balance Sheet Snapshot

As at 31 March 2023 (HK\$)



MEDIA & AGENCY

Media Segment Overview

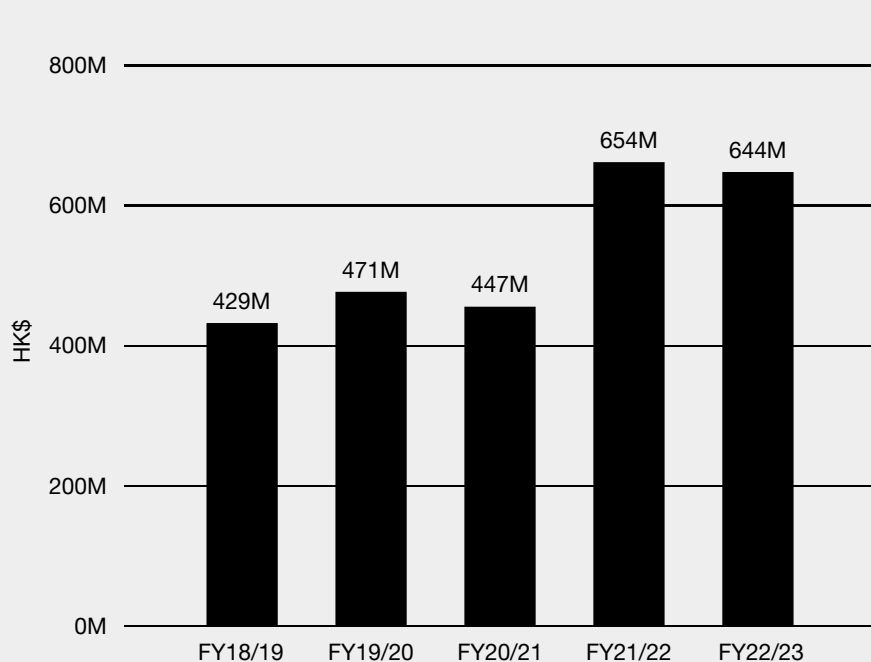
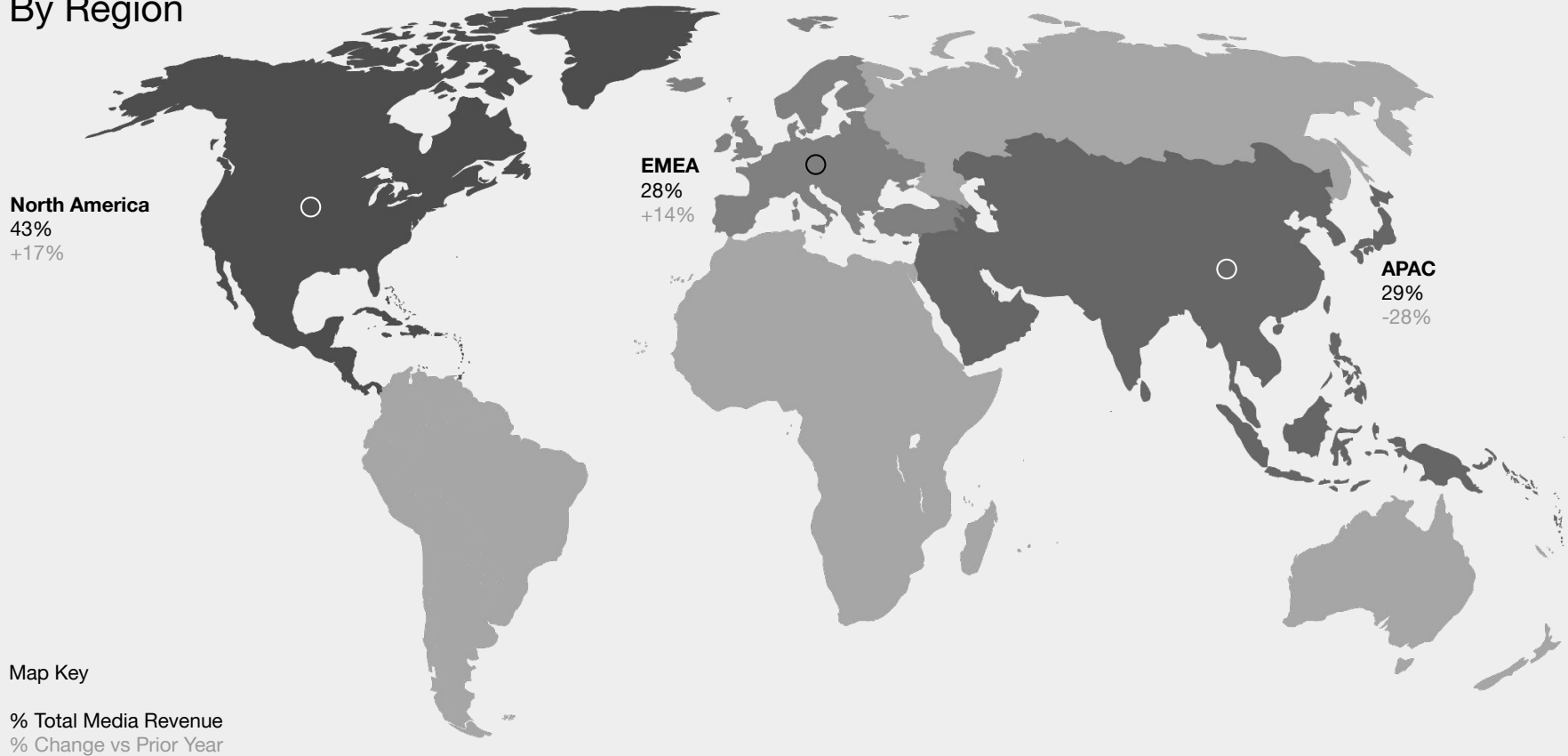


Chart Key

■ Revenue

	FY21/22	FY22/23	Change
Digital Media Revenue	HK\$383M	HK\$435M	14%
Creative Agency	HK\$271M	HK\$209M	-23%
Total Media Revenue	HK\$654M	HK\$644M	-1%
Gross Profit	HK\$451M	HK\$375M	-17%
Gross Profit Margin	69%	58%	-11 pp

Media Revenue By Region



E-COMMERCE & RETAIL

E-Commerce & Retail Segment Overview

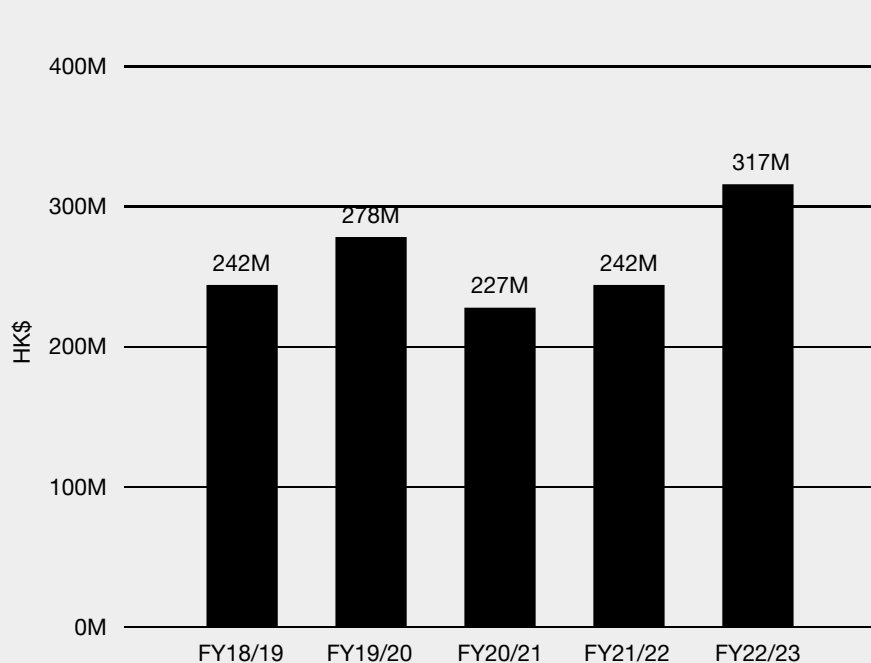


Chart Key

■ E-Commerce & Retail Revenue

	FY21/22	FY22/23	Change
No. of Orders	120,100	139,520	16%
Order Conversion Rate	1.04%	0.85%	-19 basis points
Average Order Value	HK\$1,995	HK\$1,860	-7%
Average Unit Value	HK\$1,081	HK\$972	-10%

E-Commerce & Retail Segment Profitability

E-Commerce & Retail Gross Profit

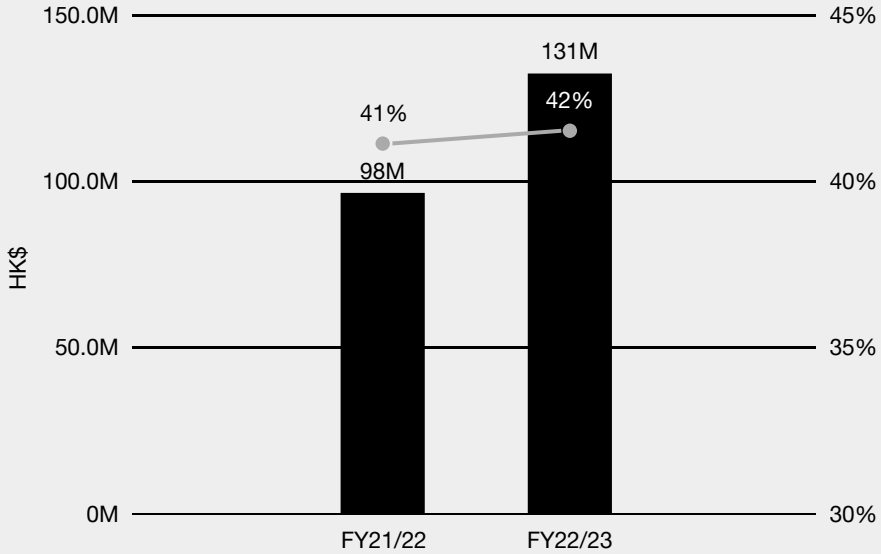


Chart Key

- E-Commerce & Retail Gross Profit
- E-Commerce & Retail Gross Margin

E-Commerce & Retail Markdown Activities

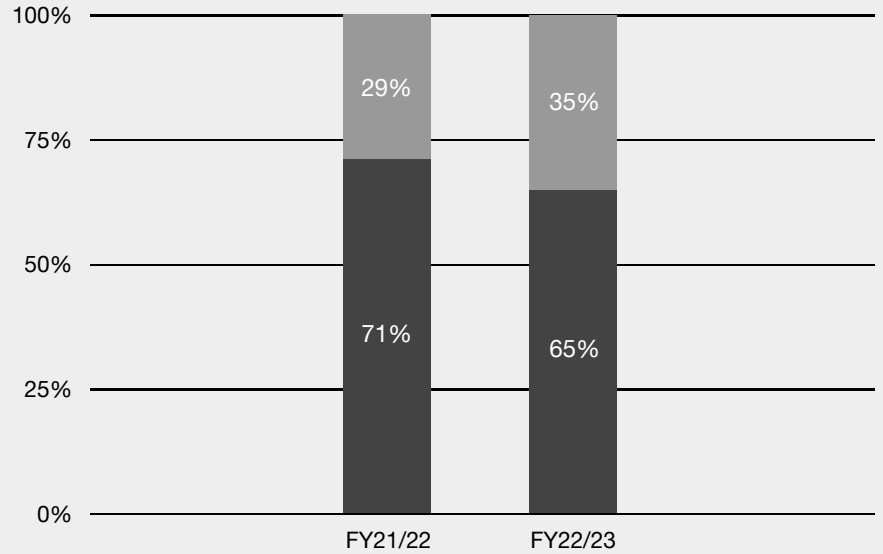


Chart Key

- Mark Down as % of E-Commerce & Retail Revenue
- Full Price as % of E-Commerce & Retail Revenue

Q&A
THANK YOU

APPENDIX

Extracts of Profit & Loss Statement

	FY21/22		FY22/23		% Change
	HK\$'000	US\$'000 ¹	HK\$'000	US\$'000 ¹	
Revenues	895,632	115,046	959,973	123,311	7%
Gross Profit	549,313	70,560	505,418	64,922	-8%
<i>Gross Profit Margin</i>	61%	61%	53%	53%	
Selling & Marketing Expense	160,391	20,603	218,259	28,036	36%
<i>(as % of Revenues)</i>	18%	18%	23%	23%	
Administrative & Operating Expenses	202,650	26,031	229,848	29,524	13%
<i>(as % of Revenues)</i>	23%	23%	24%	24%	
EBITDA	174,252	22,383	60,099	7,720	-66%
<i>EBITDA Margin</i>	19%	19%	6%	6%	
Profit / (Loss) for the Year	100,167	12,867	-5,069	-651	-105%
<i>Net Profit Margin</i>	11%	11%	-1%	-1%	
EPS (HKD/USD Cent)	4.88	0.627	-0.25	-0.032	-105%
EPS Diluted (HKD/USD Cent)	4.87	0.626	-0.25	-0.032	-105%

1. US\$ equivalents are used as illustration purposes only. 1.00 USD : 7.785 HKD

Extracts of Statement of Financial Position

	March 31, 2022		March 31, 2023		% Change
	HK\$'000	US\$'000 ¹	HK\$'000	US\$'000 ¹	
Non-Current Assets	167,383	21,501	144,692	18,586	-14%
Inventories	69,702	8,953	113,770	14,614	63%
Trade and Other Receivables	183,018	23,509	186,579	23,966	2%
Cash and Cash Equivalents	284,269	36,515	166,021	21,326	-42%
Trade and Other Payables	145,708	18,717	89,755	11,529	-38%
Bank Borrowings	7,363	946	2,724	350	-63%
Net Operating Working Capital ²	391,281	50,261	376,615	48,377	-4%
CAPEX ³	-36,987	-4,751	-16,581	-2,130	-55%
FCF ⁴	121,581	15,617	-82,048	-10,539	-167%

1. US\$ equivalents are used as illustration purposes only. 1.00 USD : 7.785 HKD

2. Net Operating Working Capital is calculated as (Cash + Trade and Other Receivables + Inventories) - (Trade and Other Payables)

3. CAPEX refers to Property, Plant, and Equipment line of Cash Flow Statement

4. FCF is calculated as Net Cash (Used In)/Generated from Operating Activities - CAPEX

Extracts of Statement of Cash Flow

	FY21/22		FY22/23		% Change
	HK\$'000	US\$'000 ¹	HK\$'000	US\$'000 ¹	
Net Cash (Used In)/From Operating Activities	158,568	20,368	-65,467	-8,409	-141%
Net Cash From/(Used In) Investing Activities	-70,110	-9,006	1,217	156	-102%
Net Cash Used In Financing Activities	-15,746	-2,023	-40,770	-5,237	159%
Net (Decrease)/Increase in Cash and Cash Equivalents	72,712	9,340	-105,020	-13,490	-244%
Cash and Cash Equivalents at the Beginning of Year	209,575	26,920	284,269	36,515	36%
Effect of Exchange Rate Changes	1,982	255	-13,228	-1,699	-767%
Cash and Cash Equivalents at the End of Year	284,269	36,515	166,021	21,326	-42%

1. US\$ equivalents are used as illustration purposes only. 1.00 USD : 7.785 HKD

Website, Links & Contacts

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