

# **HYPEBEAST** FY23/24 ANNUAL RESULTS

June 28 2024  
150.HK

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# FY2024 Reflection

## Our Challenges

Unfavorable macroeconomic and shifting consumer spending patterns

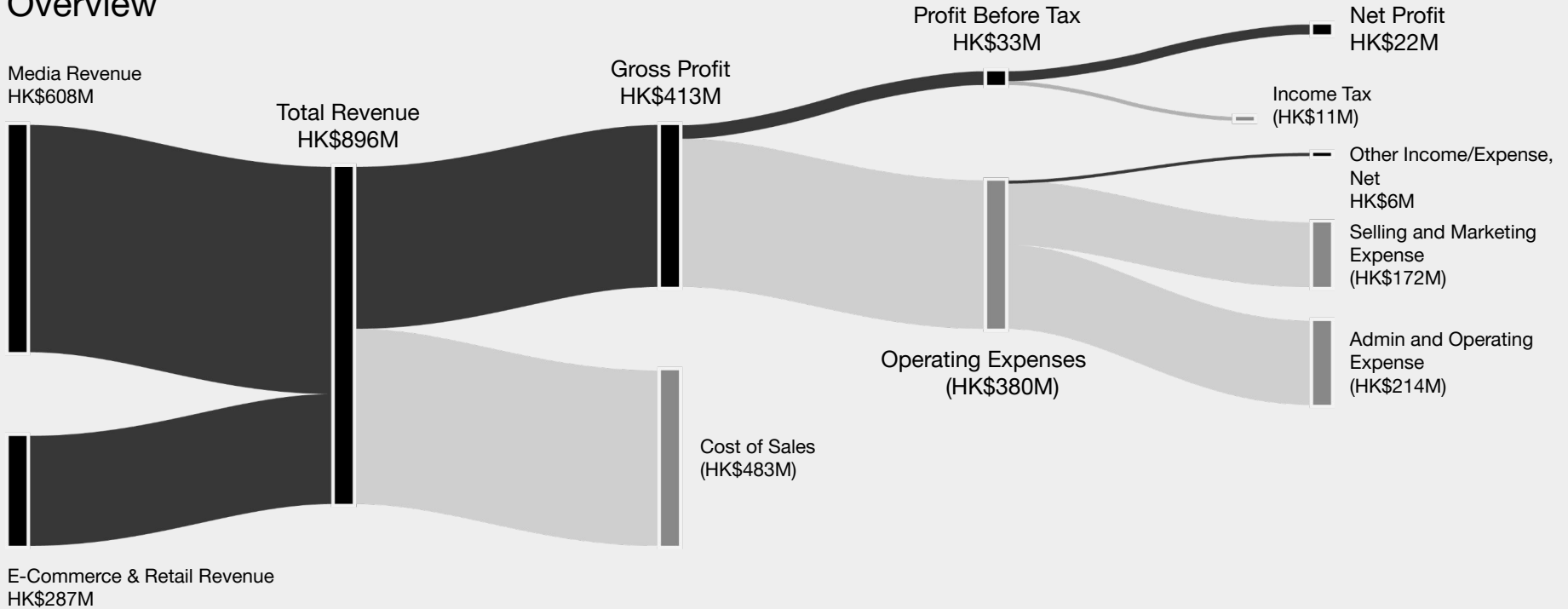
## Our Action

Proactive response with necessary adjustments to pivot our business.

## Our Focus

Establish foundation for sustainable growth and long-term efficiency.

# FY2024 Financial Overview



## Chart Key

- Revenue Inflow
- Expense

# Media Segment Highlights - YoY

Year ended 31 March 2023, 2024 (HK\$)

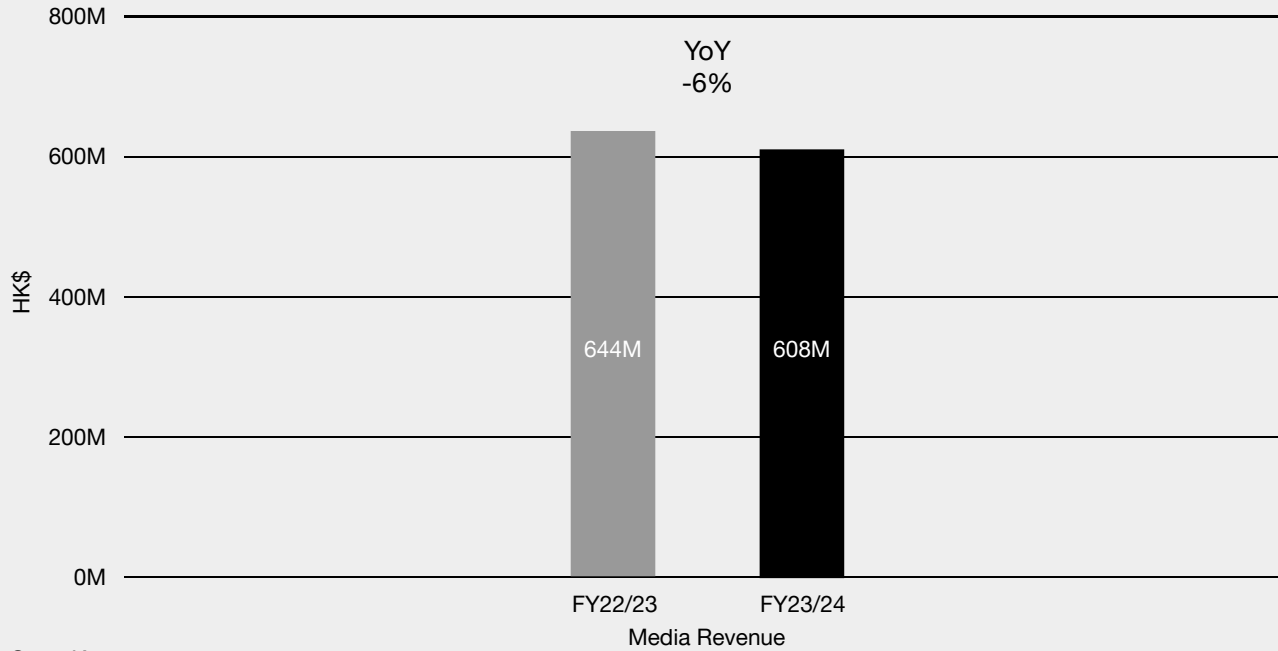


Chart Key

■ FY22/23

■ FY23/24

# Media Segment Highlights - 1H versus 2H

Year ended 31 March 2024 (HK\$)

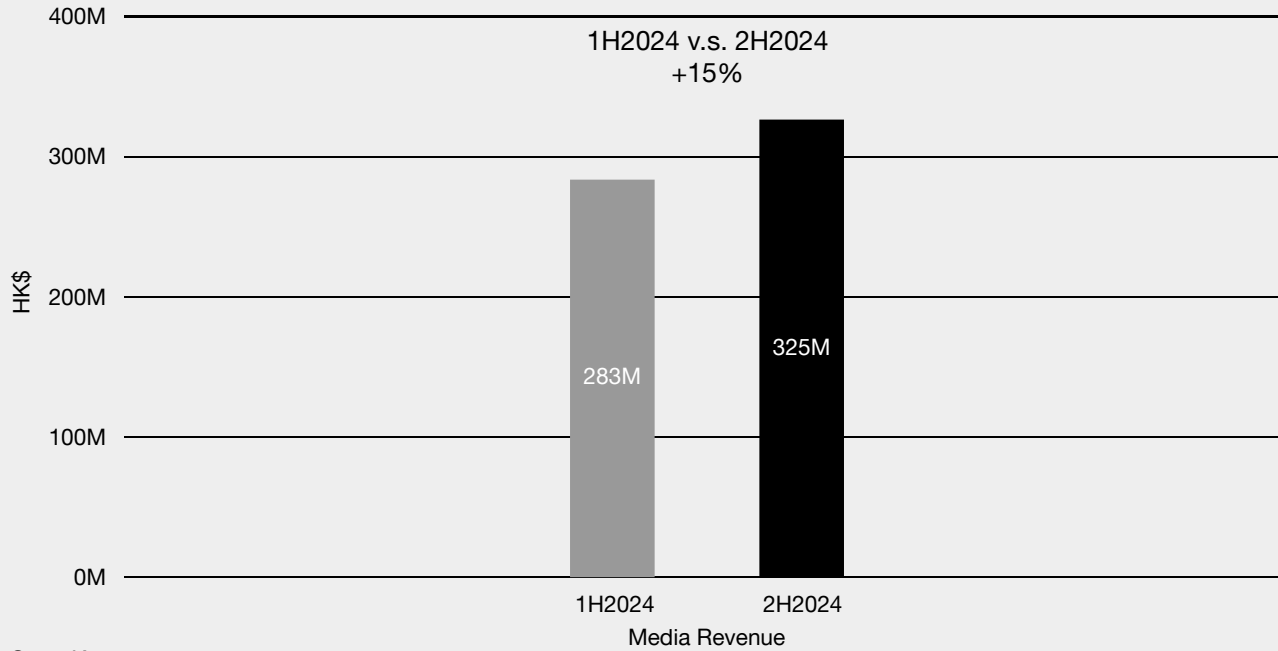


Chart Key

- 1H2024
- 2H2024

# E-commerce & Retail Segment Highlights

Year ended 31 March 2023, 2024 (HK\$)

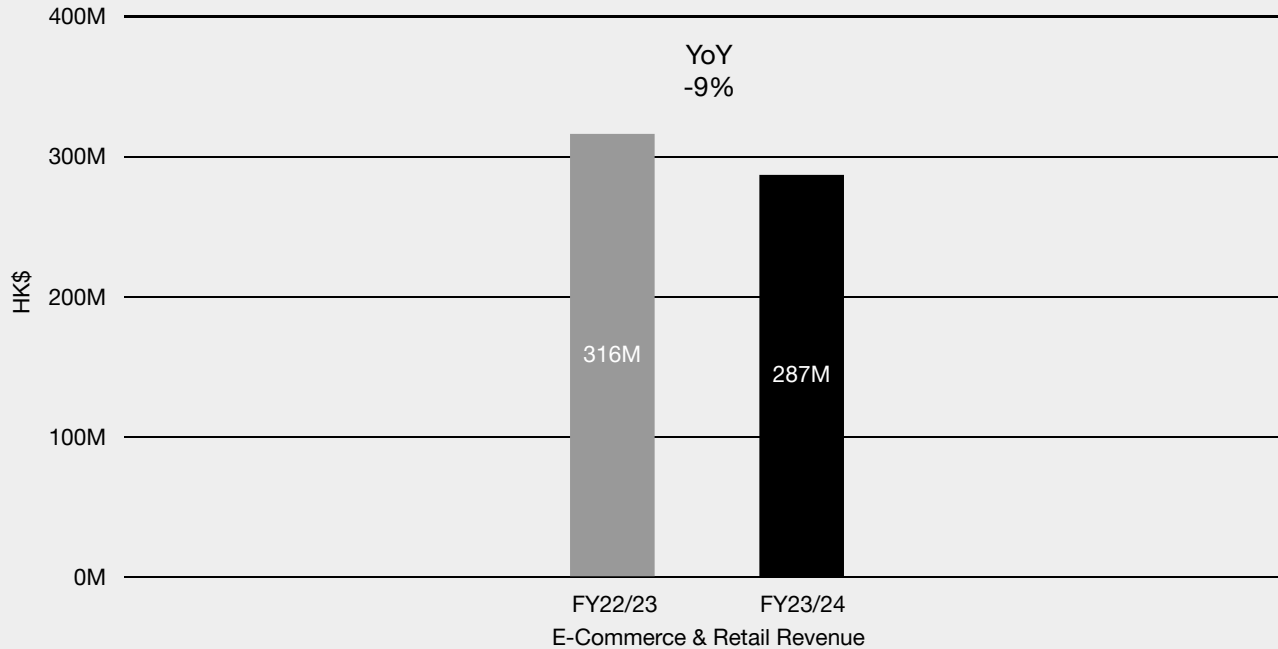


Chart Key

■ FY22/23

■ FY23/24

# FY2024 Highlights



Hypegolf Korea Invitational



Hypefest Aranya



Hypebeast Flea London



# FY2025 Strategic Priorities

## Operational Efficiency

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

## Product Enhancement

Leveraging technology and AI for strategic product development and enhancement.

## Community-Centric Approach

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

# Overall Growth Trend

Year ended 31 March 2023, 2024 (HK\$)

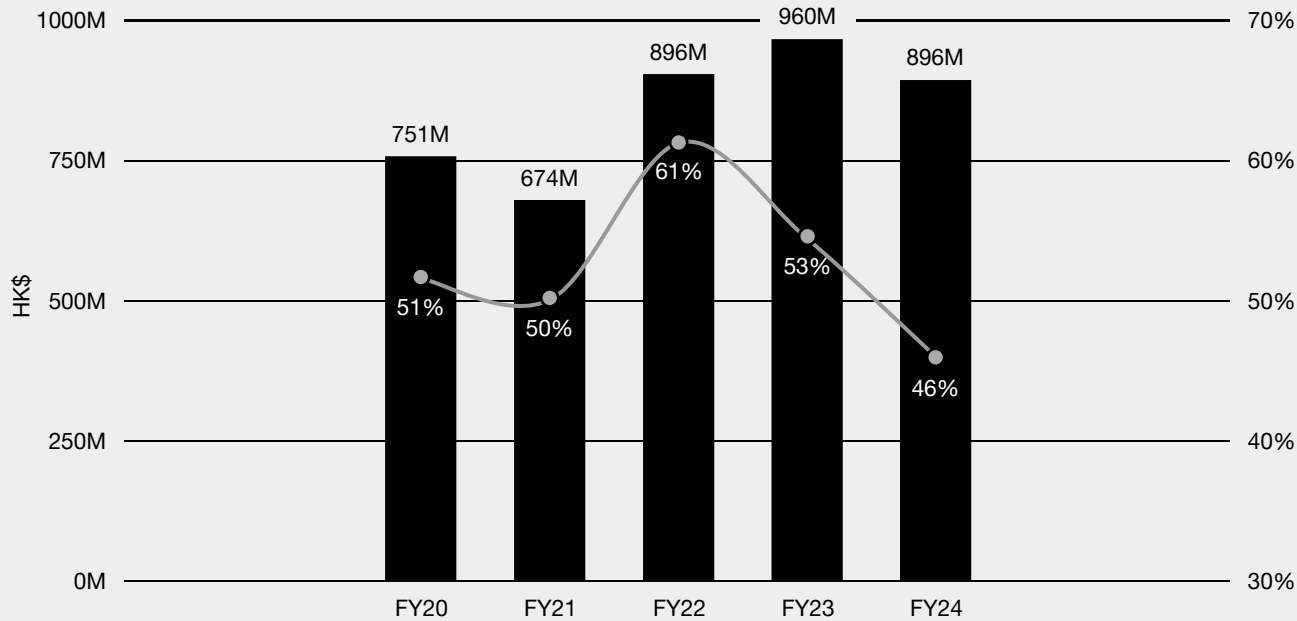


Chart Key

- Revenue
- Gross Profit Margin

## FY2024 Financial Snapshot - YoY

HK\$'000	FY2023	<b>FY2024</b>	YoY% Change
Revenue	959,973	<b>895,652</b>	-7%
Media	644,205	<b>608,272</b>	-6%
E-commerce and Retail	315,768	<b>287,380</b>	-9%
Gross Profit (Gross Profit Margin)	505,418 53%	<b>413,458</b> 46%	-18%
S&M Expense (as % of Revenues)	(218,259) 18%	<b>(172,355)</b> 19%	-21%
A&O Expense (as % of Revenues)	(229,848) 24%	<b>(213,636)</b> 24%	-7%
EBITDA EBITDA Margin	60,099 6%	<b>72,898</b> 8%	21%

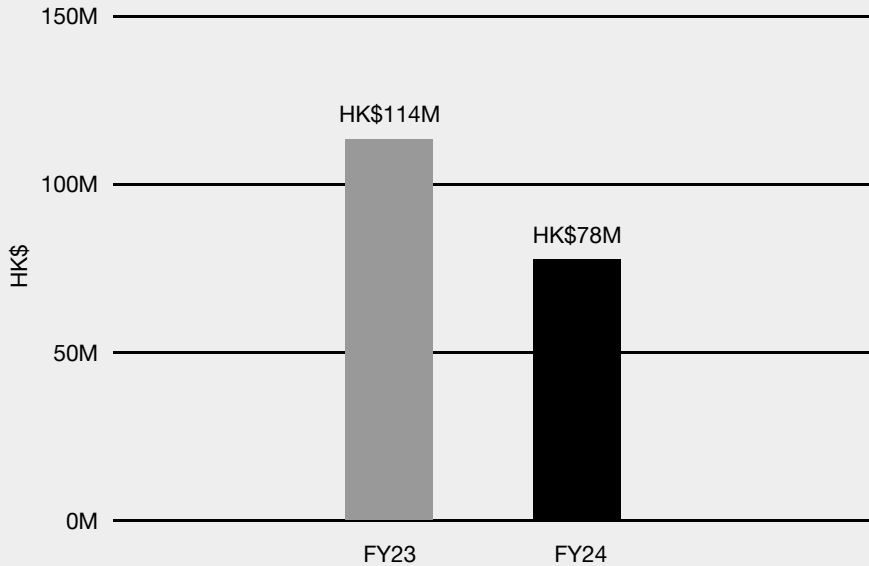
## FY2024 Financial Snapshot - 1H versus 2H

HK\$'000	1H2024	2H2024
Revenue	<b>440,007</b>	<b>455,645</b>
Media	<b>283,111</b>	<b>325,161</b>
E-commerce and Retail	<b>156,896</b>	<b>130,484</b>
Gross Profit (Gross Profit Margin)	<b>206,826</b> 47%	<b>206,632</b> 45%
S&M Expense (as % of Revenues)	<b>(91,815)</b> 21%	<b>(80,540)</b> 18%
A&O Expense (as % of Revenues)	<b>(124,579)</b> 28%	<b>(89,057)</b> 19%
EBITDA EBITDA Margin	<b>14,283</b> 3%	<b>58,615</b> 13%

# Balance Sheet Snapshot - Inventory

As at 31 March 2024 (HK\$)

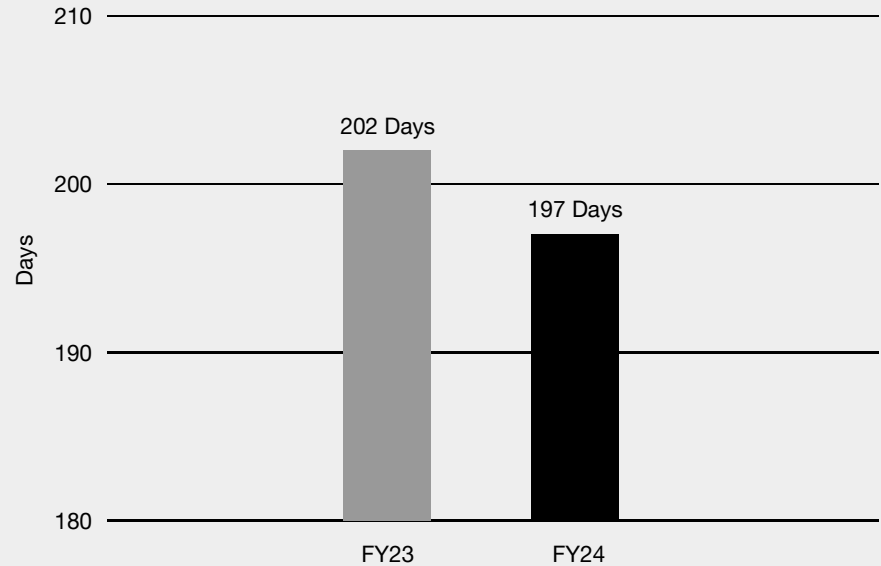
## Inventory Balance



## Chart Key

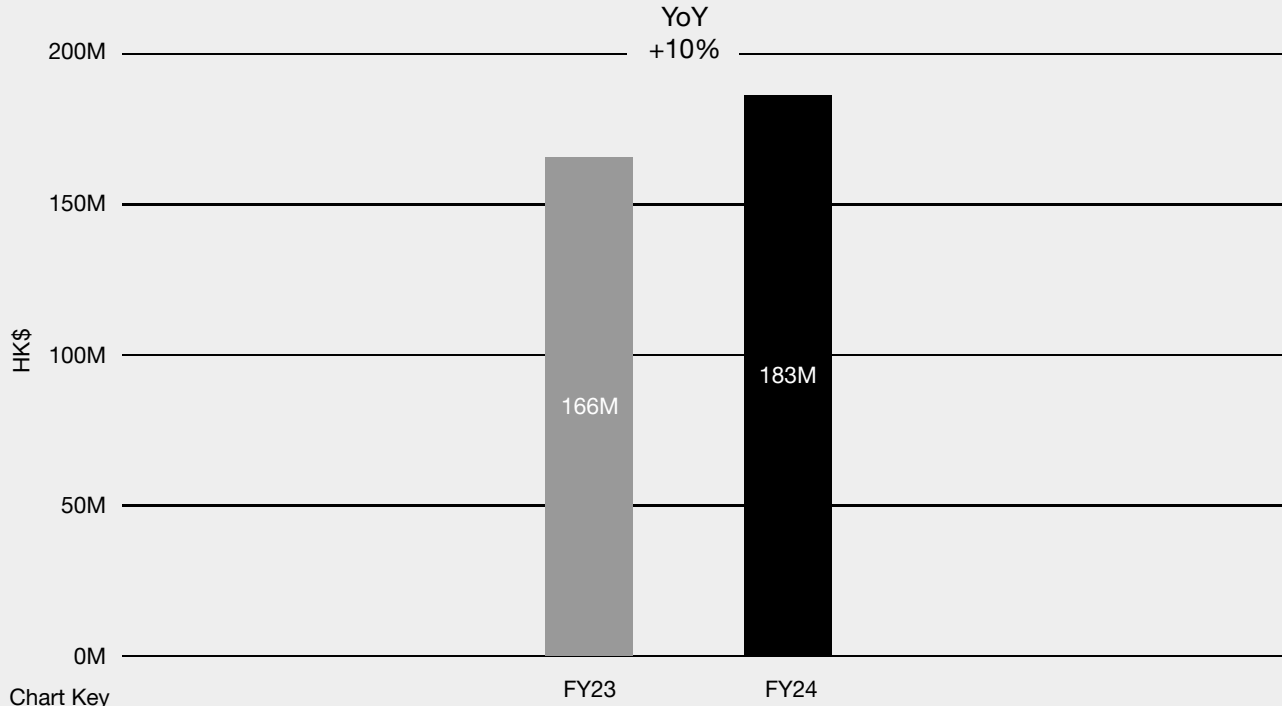
- FY23
- FY24

## Inventory Turnover Day



# Balance Sheet Snapshot - Bank and Cash

As at 31 March 2024 (HK\$)



■ FY23  
■ FY24

## Balance Sheet Snapshot - Accounts Receivable

As at 31 March 2024 (HK\$)

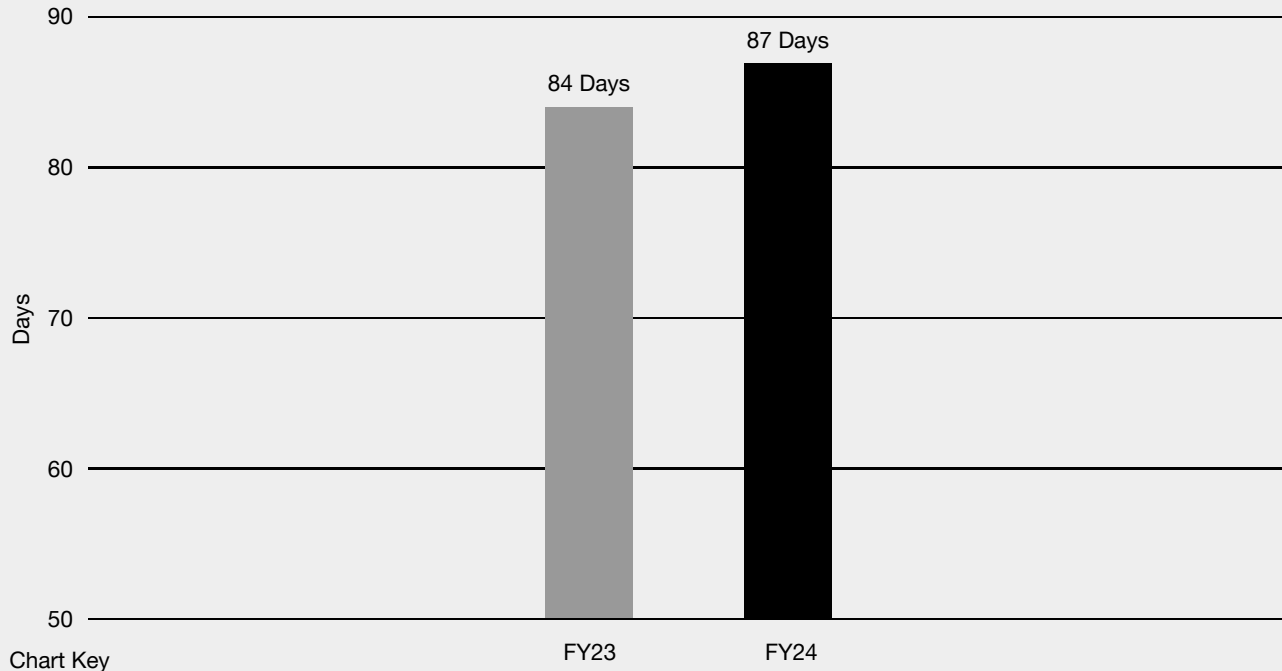


Chart Key  
■ FY23  
■ FY24

# Media Segment Overview - YoY

Year ended 31 March 2023, 2024 (HK\$)

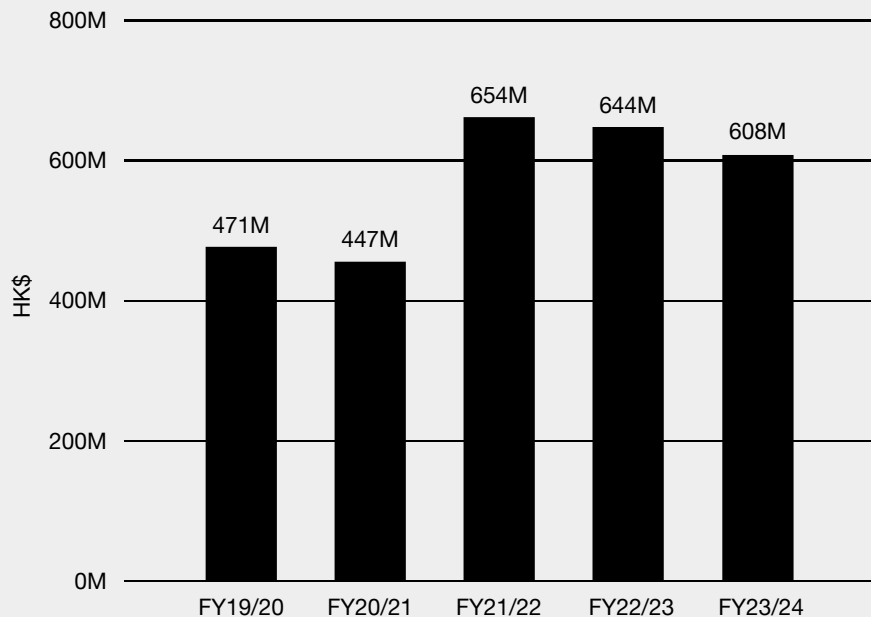


Chart Key

■ Revenue

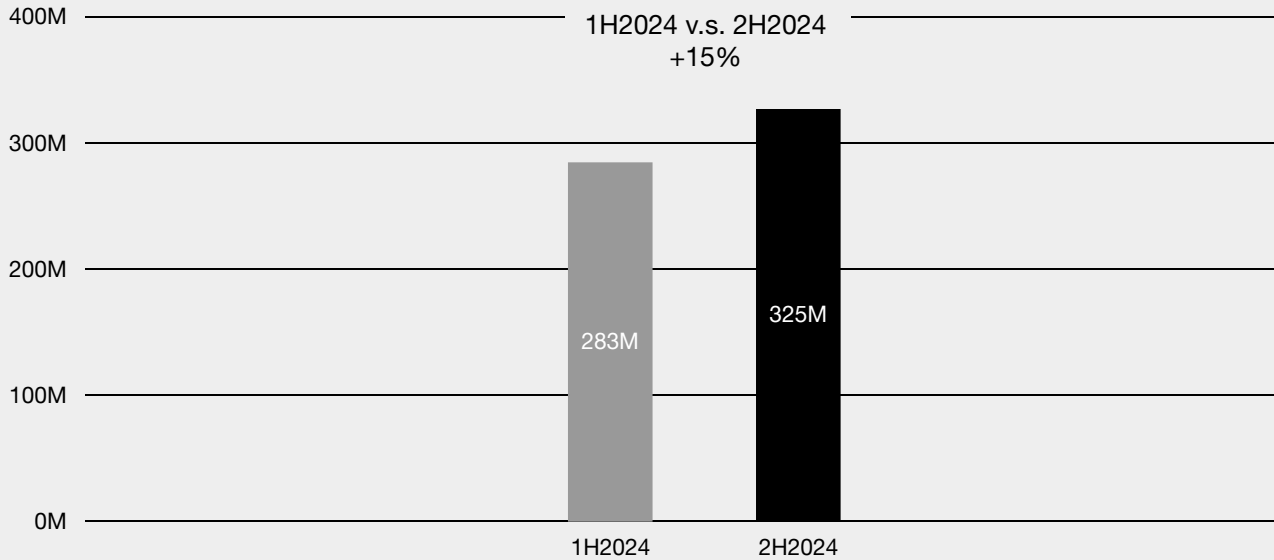
HK\$'000	FY22/23	<b>FY23/24</b>	Change
Digital Media Revenue	HK\$435M	<b>HK\$473M</b>	9%
Creative Agency	HK\$209M	<b>HK\$135M</b>	-35%
Total Media Revenue	HK\$644M	<b>HK\$608M</b>	-6%
Gross Profit	HK\$375M	<b>HK\$327M</b>	-13%
Gross Profit Margin	58%	<b>54%</b>	-4pp



# Media Segment Overview - 1H versus 2H

Year ended 31 March 2024 (HK\$)

## Media Revenue



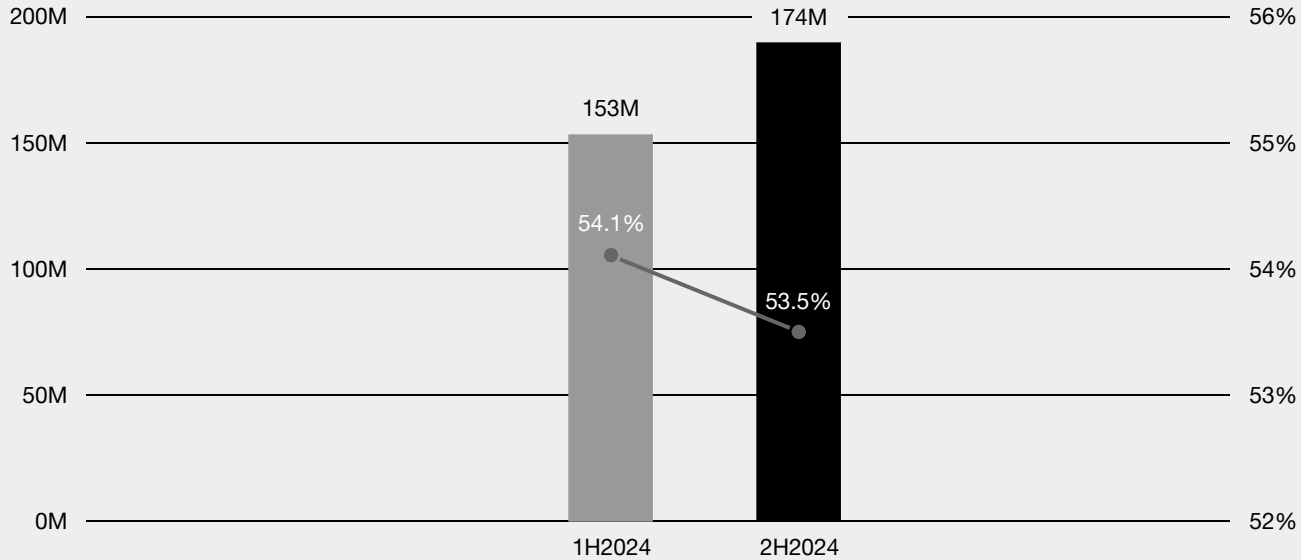
### Chart Key

- 1H2024
- 2H2024

# Media Segment Overview - 1H versus 2H

Year ended 31 March 2024 (HK\$)

## Gross Profit & Gross Profit Margin



### Chart Key

- 1H2024
- 2H2024

# Media Revenue By Region



# E-Commerce & Retail Segment Overview

Year ended 31 March 2023, 2024 (HK\$)

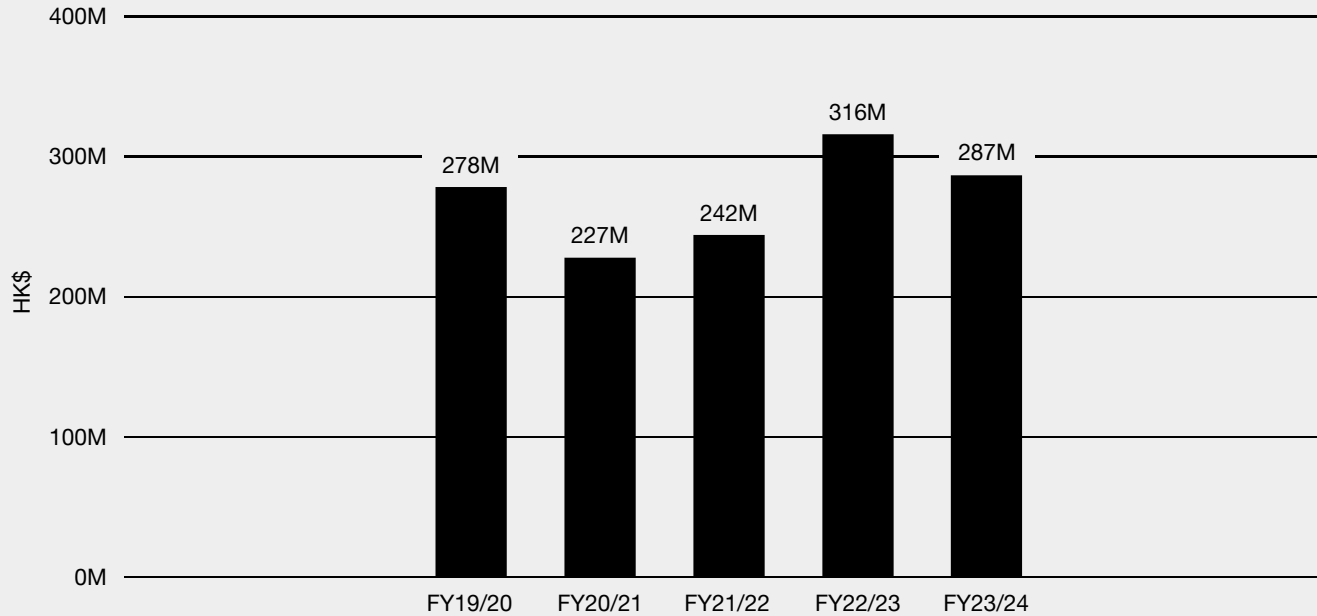


Chart Key

■ E-Commerce & Retail Revenue

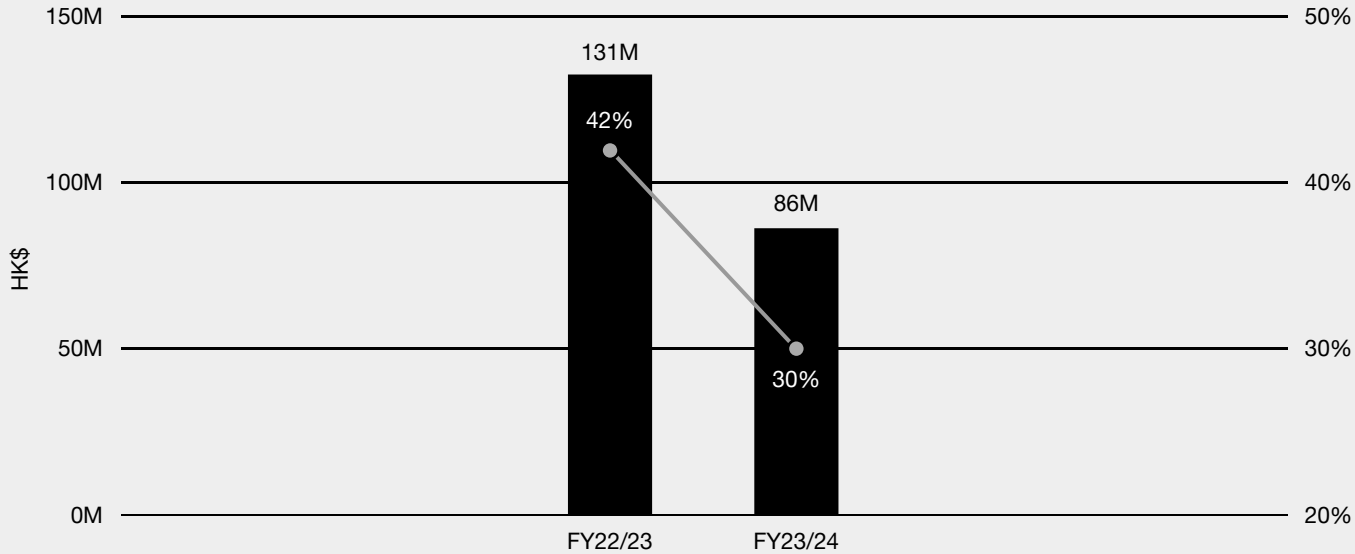
## E-Commerce & Retail Segment Overview - Average Order Value

HK\$'000	FY22/23	<b>FY23/24</b>	Change
No. of Orders	139,520	<b>121,170</b>	-13%
Order Conversion Rate	0.85%	<b>0.98%</b>	13 basis points
Average Order Value	HK\$1,860	<b>HK\$2,000</b>	7%
Average Unit Value	HK\$970	<b>HK\$1,020</b>	5%

# E-Commerce & Retail Segment Profitability

Year ended 31 March 2023, 2024 (HK\$)

## E-Commerce & Retail Gross Profit



### Chart Key

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

## Future Prospect

Operational Efficiency  
and Profitable Growth

Focus On Engagement  
and Community

Strengthen Our  
Hypebeast Ecosystem

Q&A  
THANK YOU



# APPENDIX

## Extracts of Profit & Loss Statement

	FY22/23		FY23/24		% Change
	HK\$'000	US\$'000 <sup>1</sup>	HK\$'000	US\$'000 <sup>1</sup>	
Revenues	959,973	123,311	<b>895,652</b>	<b>115,048</b>	-7%
Gross Profit	505,418	64,922	<b>413,458</b>	<b>53,109</b>	-18%
<i>Gross Profit Margin</i>	53%	53%	46%	46%	
Selling & Marketing Expense	218,259	28,036	<b>172,355</b>	<b>22,139</b>	-21%
<i>(as % of Revenues)</i>	23%	23%	19%	19%	
Administrative & Operating Expenses	229,848	29,524	<b>213,636</b>	<b>27,442</b>	-7%
<i>(as % of Revenues)</i>	24%	24%	24%	24%	
EBITDA	60,099	7,720	<b>72,898</b>	<b>9,364</b>	21%
<i>EBITDA Margin</i>	6%	6%	8%	8%	
Profit / (Loss) for the Year	-5,069	-651	<b>22,307</b>	<b>2,865</b>	-540%
<i>Net Profit Margin</i>	-1%	-1%	2%	2%	
EPS (HKD/USD Cent)	-0.25	-0.032	<b>1.09</b>	<b>0.140</b>	-540%
EPS Diluted (HKD/USD Cent)	-0.25	-0.032	<b>1.09</b>	<b>0.140</b>	-540%

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

## Extracts of Statement of Financial Position

	March 31, 2023		March 31, 2024		% Change
	HK\$'000	US\$'000 <sup>1</sup>	HK\$'000	US\$'000 <sup>1</sup>	
Non-Current Assets	144,692	18,586	<b>118,120</b>	<b>15,173</b>	-18%
Inventories	113,770	14,614	<b>77,924</b>	<b>10,010</b>	-32%
Trade and Other Receivables	186,579	23,966	<b>189,960</b>	<b>24,401</b>	2%
Cash and Cash Equivalents	166,021	21,326	<b>183,492</b>	<b>23,570</b>	10%
Trade and Other Payables	89,755	11,529	<b>73,387</b>	<b>9,427</b>	-18%
Bank Borrowings	2,724	350	-	-	n/a
Net Operating Working Capital <sup>2</sup>	376,615	48,377	<b>377,989</b>	<b>48,554</b>	0%
CAPEX <sup>3</sup>	-16,581	-2,130	<b>-2,149</b>	<b>-276</b>	-87%
FCF <sup>4</sup>	-82,048	-10,539	<b>68,428</b>	<b>8,790</b>	-183%

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

	FY22/23		FY23/24		% Change
	HK\$'000	US\$'000 <sup>1</sup>	HK\$'000	US\$'000 <sup>1</sup>	
Net Cash (Used In)/From Operating Activities	-65,467	-8,409	<b>70,577</b>	<b>9,066</b>	-208%
Net Cash From Investing Activities	1,217	156	<b>-15,205</b>	<b>-1,953</b>	-1349%
Net Cash Used In Financing Activities	-40,770	-5,237	<b>-31,503</b>	<b>-4,047</b>	-23%
Net (Decrease)/Increase in Cash and Cash Equivalents	-105,020	-13,490	<b>23,869</b>	<b>3,066</b>	-123%
Cash and Cash Equivalents at the Beginning of Year	284,269	36,515	<b>166,021</b>	<b>21,326</b>	-42%
Effect of Exchange Rate Changes	-13,228	-1,699	<b>-6,398</b>	<b>-822</b>	-52%
Cash and Cash Equivalents at the End of Year	166,021	21,326	<b>183,492</b>	<b>23,561</b>	10%

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

## Website, Links & Contacts

### Media

Hypebeast

[hypebeast.com](https://hypebeast.com)

Hypebae

[hypebae.com](https://hypebae.com)

Popbee

[popbee.com](https://popbee.com)

### Agency

Hypemaker

[hypemaker.co](https://hypemaker.co)

### Commerce

HBX

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