

HYPEBEAST

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Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00150)

POSITIVE PROFIT ALERT

This announcement is made by Hypebeast Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on a preliminary review and assessment of the unaudited consolidated management accounts of the Group for the year ended 31 March 2026 (the “**Reporting Period**” or “**FY2026**”) and the information currently available to the Board, as compared to the loss before taxation of approximately HK\$22.3 million for the year ended 31 March 2025 (“**FY2025**”), the Group is expected to achieve a turnaround from loss to profit, and record a profit before taxation of no less than HK\$13.0 million for the Reporting Period.

The expected turnaround from a loss before taxation in FY2025 to a profit before taxation in FY2026 is primarily attributable to the reduction in selling and marketing expenses as well as administrative and operating expenses. This reduction was achieved through the Group’s continued efficiency improvement and disciplined cost management implemented during the Reporting Period.

The Company is in the process of finalising the annual results of the Group for the Reporting Period. The information contained in this announcement is based only on the Board’s preliminary review and assessment of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which have not been audited by the Company’s auditor or reviewed by the audit committee of the Company. The actual results of the Group for the Reporting Period may differ from the information disclosed in this announcement. Shareholders and potential investors of the Company are advised to refer to the details in the Company’s annual results announcement for the Reporting Period, which is expected to be published on 22 June 2026.

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Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company. Persons who are in doubt about their position should consult their professional advisers.

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

Hong Kong, 11 June 2026

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.