

HYPEBEAST

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Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 00150)

ANNUAL RESULTS ANNOUNCEMENT FOR THE YEAR ENDED 31 MARCH 2026

Annual Results

The board (the “**Board**”) of directors (the “**Director(s)**”) of Hypebeast Limited (the “**Company**”) presents the audited consolidated annual results of the Company and its subsidiaries (collectively, the “**Group**”) for the year ended 31 March 2026 (“**FY2026**”), together with the audited comparative figures for the year ended 31 March 2025 (“**FY2025**”), as follows:

Financial Highlights

	1H2026 HK\$'000	2H2026 HK\$'000	FY2026 HK\$'000	FY2025 HK\$'000
Revenue	279,252	302,907	582,159	666,521
– Media	219,749	230,555	450,304	502,474
– E-commerce and Retail	59,503	72,352	131,855	164,047
Gross profit	122,222	141,996	264,218	267,548
Gross profit margin	43.8%	46.9%	45.4%	40.1%
Selling and marketing expenses	(50,548)	(46,274)	(96,822)	(121,994)
Administrative and operating expenses	(69,268)	(78,025)	(147,293)	(162,604)
EBITDA*	19,134	23,664	42,798	12,205
Net profit/(loss)	5,990	11,568	17,558	(21,031)
Net profit/(loss) margin	2.1%	3.8%	3.0%	(3.2%)
Earnings/(Loss) per share				
– Basic (HK cent)	0.29	0.58	0.87	(1.02)
– Diluted (HK cent)	0.29	0.58	0.87	(1.02)

* Earnings before interest, tax, depreciation and amortization (“**EBITDA**”) is calculated as profit/(loss) before tax + interest expense + depreciation + amortization expense

The Board recommends the payment of a final dividend of HK\$0.0018 per ordinary share for FY2026.

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Key Business Highlights

- The Group recorded revenue of HK\$582.2 million in FY2026, representing a decrease of HK\$84.4 million or 12.7% as compared to FY2025;
- Gross profit of HK\$264.2 million in FY2026, down HK\$3.3 million or 1.2% as compared to FY2025, translating to a 5.3 percentage points increase in gross profit margin from 40.1% in FY2025 to 45.4% in FY2026; and
- Net profit of HK\$17.6 million for FY2026, as compared to net loss of HK\$21.0 million in FY2025, 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 in FY2026.

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Business Overview

The Group is a media and e-commerce and retail company primarily engaged in (i) the provision of creative advertising services and advertising spaces for global brands (the “**Media segment**”); and (ii) the sale of goods through its online and offline retail platform (the “**E-commerce and retail segment**”).

The Group produces and distributes youth-focused digital content centering on fashion, lifestyle, technology, arts & entertainment, culture and music to its visitors and followers. Digital content is distributed via the Group’s media platforms (including its Hypebeast, Hypebae and Popbee websites and mobile apps) and popular third-party social media platforms, including but not limited to Facebook, Instagram, X, TikTok, Youtube, Wechat, Weibo, Kakao and Naver. The Group also maintains multi-language versions of its flagship Hypebeast property across both website and social media platforms, with content available in different languages, including but not limited to English, Chinese, Japanese, Korean and Indonesian. The Group delivers bespoke creative solutions through its agency business to its brand clients, with services including but not limited to creative conceptualization, talent curation, technical production, campaign execution, data intelligence and distribution of digital media advertisement via the Group’s digital media platforms.

The Group engages in retail of footwear, apparel, accessories and other products under its HBX e-commerce platform and retail shop. The HBX e-commerce platform focuses on delivering the latest, trend-setting apparel, accessories and lifestyle products to its customers, curating and creating fashion-forward pieces and collaborations to include in its merchandise portfolio. Combining the Group’s unique insight into youth culture, and its longstanding reputation in the industry as a community and cultural leader, the Group is able to source and curate products most desired by its target demographic, thereby generating growing popularity and usage amongst shoppers.

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Business Prospect and Future Developments

Operational Efficiency and Profitable Growth

Building on the restructuring and margin optimization efforts implemented in FY2026, we are now entering a new phase of disciplined execution. Our focus on operational efficiency is intended not only to stabilize our cost base but to unlock capacity for strategic reinvestment in high-growth areas of the business. We are prioritizing operational efficiency and cost management to ensure profitable growth across all of our media and e-commerce and retail divisions. By optimizing our internal processes and carefully managing expenses, we aim to maximize profitability, unlock resources for strategic reinvestment and position Hypebeast for sustainable long-term growth.

Some of the key initiatives in this area include:

- Prioritizing the correct balance of staffing across our divisions relative to impact on results and return on investment;
- Automating repetitive administrative tasks through intelligent workflow automation, freeing up our teams to focus on higher-value activities;
- Continuously reviewing and optimizing our process of delivering our products and services to save time and costs for both the company and our customers and clients;
- Rigorously evaluating our technology stack to ensure we are leveraging the most efficient and cost-effective solutions; and
- Implementing stringent cost controls and budgeting measures to maintain discipline across all operational expenditures.

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Focus on Engagement and Community

At the core of Hypebeast's business is our vibrant, globally-engaged community of young, style-conscious and culturally aware readers and consumers. We are deeply committed to nurturing these relationships and empowering our audience to become active participants across our platforms and points of engagement.

Our key initiatives in this area include:

- Investing in community management and delivering meaningful, thought provoking content to foster community dialogue, strengthen brand loyalty, and drive user engagement;
- Developing and curating immersive virtual and physical experiences that bring our readership and consumer community together around shared passions and interests;
- Collaborating with influential figures, tastemakers, and industry partners to curate content and product offerings that resonate with our target demographic; and
- Exploring topic adjacencies that are culturally important and relevant to our audience, such as golf, arts, entertainment and technology, and developing a unique way to experience these themes through the Hypebeast lens.

By placing our readership and consumer community at the heart of our strategy, we can deepen our understanding of their evolving needs and preferences, unlock new avenues for growth, and solidify Hypebeast's position as a trusted, go-to destination for youth culture and style.

Strengthen the Hypebeast Ecosystem

At the heart of Hypebeast's business lies a powerful, interconnected network that unites our core divisions of media and e-commerce and retail and agency services. This end-to-end model gives us a competitive edge few youth-focused platforms can replicate.

Our media platforms serve as the heart of the Hypebeast community, engaging our readers with captivating content that shapes trends and fuels cultural discourse. This, in turn, empowers our e-commerce and retail division to serve as a direct conduit to our engaged, style-conscious consumer base. The data and insights gleaned from our e-commerce and retail operations inform our media strategy, enabling us to deliver personalized, relevant content and product recommendations that anticipate and meet the evolving needs of our community.

Our agency business offers a unique opportunity to bridge the gap between our media influence and e-commerce and retail capabilities. By tapping into the wealth of data, insights, and creative expertise within our agency division, we can continuously optimize our own media and e-commerce and retail strategies, ensuring that we remain at the forefront of youth culture and style.

We aim to upgrade our platform into a more cohesive and effective system to further benefit from this virtuous cycle of growth and influence, bridging the relationship between brands and our audience and driving customer acquisition and conversion.

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Business and Financial Review

Media Segment

Revenue and gross profit of the Media segment for FY2026 and FY2025, are as follows:

	1H2026 HK\$'000	2H2026 HK\$'000	FY2026 HK\$'000 (Audited)	FY2025 HK\$'000 (Audited)	Change HK\$'000	% Change
Revenue	219,749	230,555	450,304	502,474	(52,170)	(10.4%)
Gross Profit	99,894	98,526	198,420	224,167	(25,747)	(11.5%)
Gross Profit Margin	45.5%	42.7%	44.1%	44.6%		

- Revenue from the Media segment amounted to HK\$450.3 million in FY2026, a decrease of 10.4% against a comparative of HK\$502.5 million in FY2025. The contraction in the Group's Media segment was primarily due to a cyclical slowdown in discretionary advertising spend among select brand partners, as well as a more cautious marketing environment amid broader macroeconomic uncertainty.
- Gross profit of the Media segment amounted to HK\$198.4 million in FY2026, representing a decrease of HK\$25.7 million, or 11.5%, versus FY2025. Gross profit margin remained relatively stable at 44.1% for FY2026, while that for FY2025 was 44.6%.

E-Commerce and Retail Segment

Revenue and gross profit of the E-commerce and retail segment for FY2026 and FY2025, are as follows:

	1H2026 HK\$'000	2H2026 HK\$'000	FY2026 HK\$'000 (Audited)	FY2025 HK\$'000 (Audited)	Change HK\$'000	% Change
Revenue	59,503	72,352	131,855	164,047	(32,192)	(19.6%)
Gross Profit	22,328	43,470	65,798	43,381	22,417	51.7%
Gross Profit Margin	37.5%	60.1%	49.9%	26.4%		

- Revenue from the E-commerce and retail segment decreased from HK\$164.0 million in FY2025 to HK\$131.9 million in FY2026, or a decrease of 19.6%. Gross profit of the E-commerce and retail segment amounted to HK\$65.8 million in FY2026, representing an increase of HK\$22.4 million, or 51.7%, as compared to FY2025. This translates to a gross profit margin of 49.9% in FY2026, an increase of 23.5 percentage points as compared to 26.4% in FY2025. This was attributable to a non-cash, one-time impairment charge of HK\$14.2 million on certain legacy inventory to reflect its estimated net realisable value under current market conditions in FY2025, which was HK\$ nil for FY2026.
- The decrease in revenue from E-commerce and retail segment was primarily driven by (i) management's right sizing of the e-commerce business and an increase in promotion and discounts deployed in the course of improving the Group's inventory portfolio, (ii) the negative impact from tariffs, particularly impacting customers in the United States, and (iii) our physical store at Landmark in Central, Hong Kong was closed more than half year due to the renovation of Landmark.

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Cost of Revenue

The Group's cost of revenue decreased from HK\$399.0 million for FY2025 to HK\$317.9 million for FY2026, representing a decrease of approximately 20.3%. The decrease was mainly attributable to a decline in sales under both the Media and E-commerce and retail segments during FY2026.

Gross Profit Margin

Gross profit of the Group decreased from HK\$267.5 million for FY2025 to HK\$264.2 million for FY2026, representing a decrease of approximately 1.2%. The decrease was mainly caused by the decrease in revenue for FY2026 as discussed above. The overall gross profit margin increased from approximately 40.1% for FY2025 to approximately 45.4% for FY2026, primarily due to the non-cash, one-time impairment charge on the inventory balance from the E-commerce and retail segment in FY2025, while no such impairment charge in FY2026.

Selling and Marketing Expenses

Selling and marketing expenses of the Group decreased by 20.6% from HK\$122.0 million in FY2025 to HK\$96.8 million in FY2026 and, correspondingly as a percentage of revenue, decreased from 18.3% in FY2025 to 16.6% in FY2026, primarily due to an efficiency improvement exercise deployed by the Group during the fiscal year. The Group holistically scrutinized all of the Company's expenses and significantly downsized both people and processes in order to improve margin and profitability whilst maintaining productivity.

A reduction in marketing expenses also drove a portion of the decrease. The Group shifted its marketing strategy from higher cost paid channels to lower cost organic marketing channels to drive customer acquisition and conversion within the E-commerce and retail segment.

Such cost savings are expected to continue its positive impact to the Group's financial results in the next fiscal year.

Administrative and Operating Expenses

Administrative and operating expenses of the Group decreased by 9.4% from HK\$162.6 million in FY2025 to HK\$147.3 million in FY2026. The decrease was mainly led by the Group's cost efficiency actions to improve margin and profitability, primarily through efficiencies and reductions in office space footprint as well as headcount optimizations. As with Selling and Marketing expenses, the impact of cost savings measures are expected to continue its positive impact to the Group's financial results in the next fiscal year. In terms of a percentage of revenue, it increased from 24.4% in FY2025 to 25.3% in FY2026.

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Cash Flow

Net cash inflow from operating activities of HK\$24.5 million in FY2026 decreased as compared to HK\$75.7 million in FY2025. Such decrease in net cash inflow was mainly driven by the increase in trade and other receivables due to the better media performance near to the year end of FY2026 and increase in inventory.

Net cash inflow from investing activities amounted to HK\$33.1 million in FY2026, compared to cash outflows of HK\$92.3 million in FY2025. Such cash inflows were mainly due to the withdrawal of time deposits with maturity over three months.

Net cash used in financing activities amounted to HK\$32.2 million in FY2026 as compared to HK\$58.2 million in FY2025. Such cash outflows primarily due to the dividends paid and the Group's rentals paid of office, retail and warehouse space.

Extracts of cash flow	FY2026 HK\$'000 (Audited)	FY2025 HK\$'000 (Audited)
Net cash from operating activities	24,507	75,677
Net cash from (used in) investing activities	33,068	(92,274)
Net cash used in financing activities	(32,150)	(58,245)
Net increase (decrease) in cash and cash equivalents	25,425	(74,842)
Cash and cash equivalents at beginning of the year	107,999	183,492
Effect of foreign exchange rate changes	1,117	(651)
Cash and cash equivalents at end of the year, representing bank balances and cash	134,541	107,999

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Consolidated Statement of Profit or Loss and Other Comprehensive Income

For the year ended 31 March 2026

	NOTES	2026 HK\$'000	2025 HK\$'000
Revenue	3	582,159	666,521
Cost of revenue		(317,941)	(398,973)
Gross profit		264,218	267,548
Other income, other gains and losses	5	10,792	(1,749)
Selling and marketing expenses		(96,822)	(121,994)
Administrative and operating expenses		(147,293)	(162,604)
Impairment losses under expected credit losses model, net of reversal		(3,424)	(928)
Impairment loss recognised on amount due from and interest in an associate		(9,345)	–
Share of loss of an associate		(425)	–
Finance costs		(928)	(2,547)
Profit (loss) before tax		16,773	(22,274)
Income tax credit	6	785	1,243
Profit (loss) for the year	7	17,558	(21,031)
Other comprehensive expense for the year:			
Item that may be reclassified subsequently to profit or loss:			
Exchange differences arising on translation of foreign operations		466	(5,739)
(Deficit) surplus on revaluation of intangible assets		(2,264)	5,316
Other comprehensive expense for the year		(1,798)	(423)
Total comprehensive income (expense) for the year		15,760	(21,454)
Earnings (loss) per share	9		
– Basic (HK cent)		0.87	(1.02)
– Diluted (HK cent)		0.87	(1.02)

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Consolidated Statement of Financial Position

At 31 March 2026

	NOTES	2026 HK\$'000	2025 HK\$'000
Non-current assets			
Property, plant and equipment		9,022	17,251
Intangible assets		24,133	26,470
Right-of-use assets	10	19,938	28,917
Financial assets at fair value through profit or loss ("FVTPL")		14,504	11,114
Interest in an associate		–	3,916
Rental and other deposits	11	2,846	5,912
Deferred tax assets		8,928	9,800
		79,371	103,380
Current assets			
Inventories		43,655	45,759
Trade and other receivables	11	181,737	164,208
Tax prepayments		14,779	9,591
Contract assets	12	6,785	6,656
Financial assets at FVTPL		39,102	–
Pledged bank deposits		10,000	10,000
Time deposits with original maturity over three months		48,210	114,673
Cash and cash equivalents		134,541	107,999
		478,809	458,886
Current liabilities			
Trade and other payables	13	82,544	77,098
Contract liabilities	14	29,934	31,386
Lease liabilities	15	12,236	10,302
Tax payables		1,790	1,985
		126,504	120,771
Net current assets		352,305	338,115
Total assets less current liabilities		431,676	441,495
Non-current liability			
Lease liabilities	15	6,214	14,900
Net assets		425,462	426,595
Capital and reserves			
Share capital	16	20,281	20,505
Reserves		405,181	406,090
		425,462	426,595

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NOTES:

1. General Information

The Company was incorporated in the Cayman Islands as an exempted company and registered in the Cayman Islands with limited liability under the Companies Law, Cap. 22 (Law 3 of 1961, as consolidated and revised) of the Cayman Islands on 25 September 2015. The Company's shares were listed on Main Board of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**").

Its registered office is located at Vistra (Cayman) Limited, P.O. Box 31119, Grand Pavilion, Hibiscus Way, 802 West Bay Road, Grand Cayman, KY1-1205, Cayman Islands. The address of its principal place of business is 40/F, Cable TV Tower, No. 9 Hoi Shing Road, Tsuen Wan, New Territories, Hong Kong.

The Company is an investment holding company and its subsidiaries and variable interest entity (hereinafter together with the Company collectively referred to as the "**Group**") are principally engaged in the provision of advertising spaces services, provision of services for creative agency projects, publication of magazines and operation of online and offline retail platform. Its parent and ultimate holding company is CORE Capital Group Limited, a private company incorporated in the British Virgin Islands. Its ultimate controlling party is Mr. Ma Pak Wing Kevin ("**Mr. Ma**").

The consolidated financial statements are presented in Hong Kong dollars ("**HK\$**"), which are the same as the functional currency of the Company.

2. Application of New and Amendments to an IFRS Accounting Standard

Amendments to an IFRS Accounting Standard that are mandatorily effective for the current year

In the current year, the Group has applied the following amendments to an IFRS Accounting Standard, International Accounting Standard ("**IAS**"), as issued by the International Accounting Standards Board for the first time, which are mandatorily effective for the Group's annual period beginning on 1 April 2025 for the preparation of the Group's consolidated financial statements:

Amendments to IAS 21	Lack of Exchangeability
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The application of the amendments to an IFRS Accounting Standard in the current year has had no material impact on the Group's financial positions and performance for the current and prior years and/or on the disclosures set out in these consolidated financial statements.

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3. Revenue

Disaggregation of revenue from contracts with customers

Segments	Media		E-commerce and retail		Total	
	2026 HK\$'000	2025 HK\$'000	2026 HK\$'000	2025 HK\$'000	2026 HK\$'000	2025 HK\$'000
Sales of goods through online and offline retail platform	–	–	113,682	147,750	113,682	147,750
Commission fee from consignment sales	–	–	5,089	2,540	5,089	2,540
Provision of advertising spaces	343,487	386,923	4,840	3,465	348,327	390,388
Provision of services for creative agency projects	106,411	107,427	50	–	106,461	107,427
Publication of magazines	325	1,218	–	–	325	1,218
Exhibition income	81	6,906	4,764	4,161	4,845	11,067
Beverage income	–	–	3,430	6,131	3,430	6,131
Total revenue from contracts with customers	450,304	502,474	131,855	164,047	582,159	666,521
Geographical markets						
Hong Kong	35,494	44,676	55,073	55,330	90,567	100,006
PRC	71,134	58,941	16,370	21,700	87,504	80,641
United States (“US”)	186,978	194,497	14,699	35,187	201,677	229,684
Other countries	156,698	204,360	45,713	51,830	202,411	256,190
Total	450,304	502,474	131,855	164,047	582,159	666,521
Timing of revenue recognition						
A point in time	106,817	115,551	127,015	160,582	233,832	276,133
Over time	343,487	386,923	4,840	3,465	348,327	390,388
Total	450,304	502,474	131,855	164,047	582,159	666,521

4. Segment Information

Information reported to the Chief Executive Officer (“CEO”) of the Group, being the chief operating decision maker (“CODM”) for the purpose of resource allocation and assessment of segment performance focuses on types of goods delivered, or service provided. The CODM has chosen to organise the Group’s results according to the category of the business segment and differences in nature of the goods and services that each segment delivers. No operating segments identified by CODM have been aggregated in arriving at the reportable segments of the Group.

Specifically, the Group’s reportable and operating segments under IFRS 8 Operating Segments are as follows:

Media segment	—	Provision of advertising spaces, provision of services for creative agency projects and publication of magazines
E-commerce and retail segment	—	Operation of online and offline retail platform for the sale of third-party branded clothing, shoes and accessories, commission fee from consignment sales, provision of advertising space, exhibition income and beverage income.

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The following is an analysis of the Group's revenue and results by operating and reportable segments:

Year ended 31 March 2026

	Media HK\$'000	E-commerce and retail HK\$'000	Consolidated HK\$'000
Total segment revenue	450,304	131,855	582,159
Segment results	72,959	7,312	80,271
Finance costs			(928)
Interest income			5,284
Share of loss of an associate			(425)
Central administration costs			(57,661)
Unallocated expenses			(9,768)
Profit before tax			16,773

Year ended 31 March 2025

	Media HK\$'000	E-commerce and retail HK\$'000	Consolidated HK\$'000
Total segment revenue	502,474	164,047	666,521
Segment results	83,973	(33,492)	50,481
Finance costs			(2,547)
Interest income			6,216
Share-based payment expense			(1,343)
Central administration costs			(59,393)
Unallocated expenses			(15,688)
Loss before tax			(22,274)

5. Other Income, Other Gains and Losses

	2026 HK\$'000	2025 HK\$'000
Net exchange (gain) loss	(3,753)	983
Bank interest income	(5,284)	(6,216)
Gain on fair value changes of financial assets at FVTPL	(3,390)	–
Gain on lease modification	–	(5,742)
Loss on disposal of property, plant and equipment	84	13,965
Others	1,551	(1,241)
	(10,792)	1,749

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6. Income Tax Credit

	2026 HK\$'000	2025 HK\$'000
Current tax:		
– Hong Kong Profits Tax	3,249	–
– The PRC Enterprise Income Tax (“EIT”)	3,157	3,918
– Japan Corporate Income Tax	–	3,235
– Other jurisdictions	49	–
PRC withholding tax on distributed profits from PRC subsidiaries	–	–
	6,455	7,153
Deferred tax:		
Credit for the year	(7,240)	(8,396)
	(785)	(1,243)

Under the two-tiered profits tax rates regime of Hong Kong Profits Tax, the first HK\$2 million of profits of the qualifying group entity will be taxed at 8.25%, and profits above HK\$2 million will be taxed at 16.5%. The profits of group entities not qualifying for the two-tiered profits tax rates regime will continue to be taxed at a flat rate of 16.5%.

Accordingly, the Hong Kong Profits Tax of the qualifying group entity is calculated at 8.25% on the first HK\$2 million of the estimated assessable profits and at 16.5% on the estimated assessable profits above HK\$2 million.

The basic tax rate of the Company's PRC subsidiaries is 25% for both years under the Law of the PRC on Enterprise Income Tax (the “EIT Law”) and Implementation Regulations of the EIT Law.

Taxation arising in other jurisdictions is calculated at the rates prevailing in the relevant jurisdiction.

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7. Profit (Loss) for the Year

	2026 HK\$'000	2025 HK\$'000
Profit (Loss) for the year has been arrived at after charging:		
Directors' remuneration	4,654	6,589
Other staff costs		
– Salaries and allowances	212,416	236,597
– Discretionary bonus	25	1,628
– Retirement benefits scheme contribution	8,429	9,337
– Share-based payment expense	–	529
Total directors and other staff costs	225,524	254,680
Auditor's remuneration	980	980
Cost of inventories recognised as an expense (included in cost of revenue)	63,040	101,559
Depreciation of property, plant and equipment	9,241	14,433
Depreciation of right-of-use assets	15,756	17,400
Amortisation of intangible assets	100	99
Write-down of inventories (included in cost of revenue)	3,082	14,186

8. Dividends

During the year ended 31 March 2026, a final dividend of HK\$0.0018 per ordinary share in an aggregate amount of HK\$3,667,000 in respect of the results for the year ended 31 March 2025 and interim dividend of HK\$0.0047 per share amounting to HK\$9,568,000 were declared in respect of the results for the six months ended 30 September 2025 and paid to the owners of the Company.

During the year ended 31 March 2025, a final dividend of HK\$0.00359 per ordinary share in an aggregate amount of HK\$7,370,000 in respect of the results for the year ended 31 March 2024, a special dividend of HK\$0.01063 per ordinary share, in an aggregate amount of HK\$21,830,000 and interim dividend of HK\$0.00179 per share amounting to HK\$3,686,000 were declared in respect of the results for the six months ended 30 September 2024 and paid to the owners of the Company.

Subsequent to the end of the reporting period, a final dividend in respect of the year ended 31 March 2026 of HK\$0.0018 per ordinary share, in an aggregate amount of HK\$3,624,000 have been proposed by the Directors and is subject to approval by the shareholders of the Company in the forthcoming annual general meeting.

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9. Earnings (Loss) Per Share

The calculation of the basic and diluted earnings (loss) per share for the years ended 31 March 2026 and 2025 is based on the following data:

	2026 HK\$'000	2025 HK\$'000
Earnings (loss)		
Earnings (loss) for the purpose of basic and diluted earnings (loss) per share		
Profit (loss) for the year attributable to owners of the Company	17,558	(21,031)
	2026 '000	2025 '000
Number of shares		
Weighted average number of ordinary shares for the purpose of basic earnings (loss) per share	2,028,103	2,053,492
Effect of dilutive potential ordinary shares:		
Share options issued by the Company	636	–
Weighted average number of ordinary shares for the purpose of diluted earnings (loss) per share	2,028,739	2,053,492

For the year ended 31 March 2026, diluted earnings per share did not assume the exercise of certain share options granted by the Company since the exercise prices for the computation of diluted earnings per share of those share options were higher than the average market price for shares.

The computation of diluted loss per share for the year ended 31 March 2025 did not assume the exercise of share options granted since the exercise would result in a decrease in loss per share for the year ended 31 March 2025.

10. Right-of-Use Assets

	Leased properties HK\$'000
As at 31 March 2025	
Carrying amount	28,917
As at 31 March 2026	
Carrying amount	19,938
For the year ended 31 March 2025	
Depreciation charge	17,400
For the year ended 31 March 2026	
Depreciation charge	15,756

The above right-of-use assets are depreciated on a straight-line basis over the shorter of their estimated useful lives and the respective lease terms ranging from one to three years.

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11. Trade and Other Receivables

	2026 HK\$'000	2025 HK\$'000
Trade receivables	132,400	118,293
Unbilled receivables (Note (b))	25,096	22,582
Trade and unbilled receivables	157,496	140,875
Less: allowance for credit losses	(3,838)	(2,425)
Trade and unbilled receivables (net carrying amount)	153,658	138,450
Advance to staff	374	1,050
Rental and utilities deposits	9,588	11,068
Prepayments	5,026	13,184
Other receivables	15,937	6,368
Total	184,583	170,120
Analysed as:		
Current	181,737	164,208
Non-current (Note (a))	2,846	5,912
Total	184,583	170,120

Notes:

- a) The amounts included certain rental deposits and deposit paid for long term investment.
- b) Certain tax bureaus in the PRC have set monthly quotas on the aggregate invoice amounts for transactions in the Media segment. The unbilled receivables represent the amount of unconditional right to the consideration for completed performance obligations but the related invoices have not yet been issued as at year end as the quota limit has been exceeded.

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As at 1 April 2024, trade and unbilled receivables from contracts with customers amounted to HK\$142,553,000.

The Group allows credit periods ranging from 30 to 60 days to its trade customers derived from provision of advertising spaces and creative agency projects, whereas no credit period is granted to customers from online and offline retail platforms, consignor from consignment sales commission income and subscribers of magazines. The following is an aging analysis of trade receivables presented based on the invoice date at the end of the reporting period:

	2026 HK\$'000	2025 HK\$'000
Within 60 days	111,720	87,377
61–90 days	8,235	10,576
91–180 days	10,616	11,169
181–365 days	1,102	3,787
Over 365 days	727	5,384
	132,400	118,293

As at 31 March 2026, included in the Group's trade and unbilled receivables balance are debtors with aggregate gross carrying amounts of HK\$18,794,000 (2025: HK\$17,685,000) which are past due as at the reporting date. Out of the past due balances, HK\$6,649,000 (2025: HK\$9,058,000) has been past due 90 days or more and are not considered as in default as there had not been a significant change in credit quality and the amounts were still considered recoverable based on historical experience. The Group does not hold any collateral over these balances and the Group will further charge at 1.5% (2025: 1.5%) on overdue balances of certain customers pursuant to the contracts upon negotiation as a penalty of overdue settlement.

12. Contract Assets

	2026 HK\$'000	2025 HK\$'000
Provision of advertising spaces	6,785	6,656

As at 1 April 2024, contract assets amounted to HK\$9,625,000.

The contract assets primarily relate to the Group's right to consideration for the advertisement launched in the online platform or social media platform but not billed because the rights are conditioned on the satisfaction of the target impression rate or click rate pursuant to the contract. The contract assets are transferred to trade and unbilled receivables upon the satisfaction of the target impression rate or click rate and the end of advertising period.

As at 31 March 2026 and 2025, all contract assets are expected to be settled within one year, and accordingly classified as current.

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13. Trade and Other Payables

	2026 HK\$'000	2025 HK\$'000
Trade payables	16,487	23,032
Commission payable to staff	16,704	9,844
Accrual for campaign cost (Note)	12,291	2,804
Accrual for staff bonus	1,000	–
Other payables and accrued expenses	36,062	41,418
	82,544	77,098

Note: Accrual for campaign cost represents the best estimate of accrual for expenses incurred for rendering the creative agency campaign and media project which include video shooting and photography.

The average credit period on purchases of goods is 30 days. The aging analysis of the Group's trade payables below is presented based on the invoice date at the end of the reporting period:

	2026 HK\$'000	2025 HK\$'000
Within 30 days	10,058	12,125
31–60 days	1,490	2,123
61–90 days	905	2,553
Over 90 days	4,034	6,231
	16,487	23,032

14. Contract Liabilities

	2026 HK\$'000	2025 HK\$'000
Provision of advertising spaces (Note a)	26,804	24,884
Sales of goods through online retail platform (Note b)	1,985	5,357
Customer loyalty scheme (Note c)	1,145	1,145
	29,934	31,386

As at 1 April 2024, contract liabilities amounted to HK\$27,115,000.

Notes:

- The Group receives 50% of the contract value as deposits from new customers when they sign the contracts for provision of advertising spaces. The deposits and advance payment schemes result in contract liabilities being recognised until the advertisement launched in relevant spaces and relevant benefits received by the customers. During the year ended 31 March 2026, the Group has recognised revenue of HK\$24,884,000 (2025: HK\$25,374,000) that was included in the contract liabilities balance at the beginning of the respective year. All contract liabilities attributable to the provision of advertising spaces and services for creative agency projects as at 31 March 2026 are expected to be recognised as revenue within one year.
- When the Group receives the payment in full before the goods is shipped/delivered, this will give rise to contract liabilities at the start of a contract, until the revenue recognised when the goods is shipped/delivered to the customers. During the year ended 31 March 2026, the Group has recognised revenue of HK\$5,357,000 (2025: HK\$596,000) that was included in the contract liabilities balance at the beginning of the respective year. All contract liabilities attributable to the sales of goods through online retail platform as at 31 March 2026 are expected to be recognised as revenue within one year.

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- c) The Group grants award credits for customers for sales under the Group's customer loyalty scheme. The customers can use the award credits to purchase the goods through the Group's online retail platform in future purchases. The award credits has an expiry period of one year.

15. Lease Liabilities

	2026 HK\$'000	2025 HK\$'000
Lease liabilities payable:		
Within one year	12,236	10,302
In more than one year but not more than two years	4,647	12,783
In more than two years but not more than five years	1,567	2,117
	18,450	25,202
Less: Amount due for settlement with 12 months shown under current liabilities	(12,236)	(10,302)
Amount due for settlement after 12 months shown under non-current liabilities	6,214	14,900

The incremental borrowing rates applied to lease liabilities range from 4.43% to 4.93% (2025: 3.50% to 6.50%) per annum.

16. Share Capital

The movements in the Company's authorised and issued ordinary share capital are as follows:

	Number of shares	Share capital HK\$
Ordinary shares of HK\$0.01 each		
Authorised:		
As 1 April 2024, 31 March 2025 and 31 March 2026	6,000,000,000	60,000,000
Issued:		
At 1 April 2024	2,054,129,231	20,541,293
Shares repurchased and cancelled (Note 1)	(3,575,600)	(35,756)
At 31 March 2025 and 1 April 2025	2,050,553,631	20,505,537
Shares repurchased and cancelled (Note 2)	(22,450,400)	(224,504)
At 31 March 2026	2,028,103,231	20,281,033

Note 1: During the year ended 31 March 2025, the Company repurchased and cancelled 3,575,600 ordinary shares through the Stock Exchange, and the total amount paid of HK\$740,000 to acquire the cancelled shares and the amount was deducted from equity.

Note 2: During the year ended 31 March 2026, the Company repurchased and cancelled 22,450,400 ordinary shares of the Company through the Stock Exchange, and the total amount paid of HK\$3,658,000 to acquire the cancelled shares and the amount was deducted from equity.

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Proposed Final Dividend

The Board has recommended the payment of a final dividend of HK\$0.0018 per ordinary share for FY2026 (the “**Proposed Final Dividend**”) (FY2025: a final dividend of HK\$0.0018 per ordinary share). The Proposed Final Dividend is subject to the approval of shareholders of the Company (the “**Shareholders**”) at the annual general meeting of the Company to be held on Thursday, 20 August 2026 (the “**AGM**”). The Proposed Final Dividend will be paid in cash on Friday, 4 September 2026 to the Shareholders whose names appear on the register of members of the Company at the close of business on Thursday, 27 August 2026. The Company does not currently hold any treasury shares, and the treasury shares, if any, would not receive the dividends or distributions.

Closure of Register of Members

(a) Entitlement to attend and vote at the AGM

For determining the entitlement of the Shareholders to attend and vote at the AGM, the Company’s register of members will be closed from Monday, 17 August 2026 to Thursday, 20 August 2026, both dates inclusive, during which period no transfer of shares will be registered. The record date for determining the entitlement of the Shareholders to attend and vote at the AGM will be Thursday, 20 August 2026. In order to be eligible to attend and vote at the AGM, unregistered holders of shares of the Company shall ensure that all transfer documents accompanied by the relevant share certificates must be lodged with the Company’s branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited, at Shops 1712–1716, 17/F, Hopewell Centre, 183 Queen’s Road East, Wan Chai, Hong Kong for registration not later than 4:30 p.m. on Friday, 14 August 2026.

(b) Entitlement to the Proposed Final Dividend

For determining the entitlement of the Shareholders to receive the Proposed Final Dividend, the Company’s register of members will be closed on Thursday, 27 August 2026 of which no transfer of shares will be registered. The record date for determining the entitlement of the Shareholders to receive the Proposed Final Dividend will be Thursday, 27 August 2026. In order to be eligible to receive the Proposed Final Dividend, unregistered holders of shares of the Company shall ensure that all transfer documents accompanied by the relevant share certificates must be lodged with the Company’s branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited, at Shops 1712–1716, 17/F, Hopewell Centre, 183 Queen’s Road East, Wan Chai, Hong Kong for registration not later than 4:30 p.m. on Wednesday, 26 August 2026.

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Purchase, Sale or Redemption of Listed Securities of The Company

During the year ended 31 March 2026 and up to the date of this announcement, the Company repurchased a total of 37,223,200 ordinary shares (the “**Shares Repurchased**”) of the Company on the Stock Exchange at an aggregate consideration of approximately HK\$6,190,962.04. Particulars of the Shares Repurchased are as follows:

Month/Year	Number of Shares Repurchased	Price paid per share		Aggregate consideration HK\$
		Highest HK\$	Lowest HK\$	
April 2025	2,808,400	0.160	0.134	418,182.52
July 2025	4,956,000	0.160	0.150	777,771.96
August 2025	5,633,600	0.167	0.154	911,549.52
September 2025	1,397,200	0.170	0.163	234,603.60
January 2026	834,400	0.180	0.175	148,272.88
March 2026	6,820,800	0.178	0.160	1,167,927.60
April 2026	14,772,800	0.180	0.157	2,532,653.96
Total	37,223,200			6,190,962.04

A total of 2,808,400 shares repurchased from 8 April 2025 to 17 April 2025, a total of 8,719,200 shares repurchased from 17 July 2025 to 20 August 2025, a total of 3,267,600 shares repurchased from 26 August 2025 to 9 September 2025, a total of 7,655,200 shares repurchased from 9 January 2026 to 19 March 2026 and a total of 14,772,800 shares repurchased from 1 April 2026 to 20 April 2026 were cancelled on 9 June 2025, 28 August 2025, 30 September 2025, 30 March 2026 and 29 May 2026, respectively.

Save as disclosed above, neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company’s listed securities (or sold treasury shares, if any) during the year ended 31 March 2026. As at 31 March 2026 and as at the date of this announcement, the Company did not hold any treasury shares.

Corporate Governance Practice

The Company recognizes the importance of corporate transparency and accountability. The Company is committed to achieving and maintaining a high standard of corporate governance, as the Board believes that effective corporate governance practices are key to obtaining and maintaining the trust of the shareholders and other stakeholders of the Company, and are essential for encouraging accountability and transparency so as to sustain the success of the Group in its creation of long-term value for the shareholders of the Company.

To the best knowledge of the Board, the Company has met the code provisions set out in the Corporate Governance Code (the “**CG Code**”) contained in Appendix C1 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) during the year ended 31 March 2026, save for the deviations from the code provisions B.2.4(b) and C.2.1, which are explained below.

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Pursuant to code provision B.2.4(b) of the CG Code, where all independent non-executive directors of an issuer have served more than nine years on the board of directors, the issuer should appoint a new independent non-executive director on the board at the forthcoming annual general meeting.

All the three independent non-executive Directors have served more than nine years on the Board and the Company is accordingly required to appoint a new independent non-executive Director on the Board pursuant to code provision B.2.4(b) of the CG Code. The independence of the independent non-executive Directors had been assessed by the Company in accordance with the applicable Listing Rules. After considering the confirmations of independence of the independent non-executive Directors, their skills, knowledge, professionalism and experience and their commitment to their role as independent non-executive Directors in the past years, the Board (including the nomination committee of the Board) is of the view that (a) the long tenure of the existing independent non-executive Directors has not undermined their abilities to provide independent, balanced and objective views to the Board and, on the contrary, has been instrumental in facilitating communication among Board members since they are able to provide unbiased opinion and tailored advice as they have gained a deep understanding of the Group's business and operation over time by virtue of their long tenure; and (b) all the existing independent non-executive Directors remain independent pursuant to Rule 3.13 of the Listing Rules. Whilst the Board does not have any current arrangement to appoint a new independent non-executive Director on the Board, it will review on an on-going basis to propose new or additional appointment of independent non-executive Director(s) as and when appropriate.

Pursuant to code provision C.2.1 of the CG Code, the roles of chairman and chief executive should be separate and should not be performed by the same individual. The division of responsibilities between the chairman and chief executive should be clearly established. Mr. Ma Pak Wing Kevin currently assumes the role of both chairman and chief executive officer of the Company. The Board considers that consolidation of these roles by Mr. Ma provides strong and consistent leadership to the Company which facilitates effective planning and efficient management of the Company.

Furthermore, having considered Mr. Ma's extensive experience in the digital media industry, the relationships Mr. Ma has built with the customers and the historical development of the Group, the Board considers that it is beneficial for the Group for Mr. Ma to continue to act as both Chairman and Chief Executive Officer of the Company.

Directors' Securities Transactions

The Company adopted the required standard of dealings set out in the Model Code for Securities Transactions by Directors of Listed Issuers as set out in Appendix C3 to the Listing Rules, as part of its code of conduct regarding Directors' transactions in the securities of the Company. Specific enquiry has been made of all the Directors and all Directors confirmed that they had fully complied with the required standard of dealings and there was no event of non-compliance throughout the period from 1 April 2025 to the date of this announcement.

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Audit Committee

The audit committee of the Company consists of three members, being the three independent non-executive Directors, namely Mr. Wong Kai Chi (Chairman), Ms. Poon Lai King and Ms. Kwan Shin Luen Susanna. The audit committee of the Company has reviewed the consolidated financial statements of the Group for the year ended 31 March 2026 and is of the opinion that the consolidated financial statements of the Group for the year ended 31 March 2026 comply with applicable accounting standards, the Listing Rules and that adequate disclosures have been made.

Events After The Reporting Period

Save as disclosed above, there were no important events subsequent to the end of the reporting period and up to the date of this announcement, which would affect the Group's business operations in material aspects.

Scope of Work of Messrs. Deloitte Touche Tohmatsu

The figures in respect of the Group's consolidated statement of financial position, consolidated statement of profit or loss and other comprehensive income and the related notes thereto for the year ended 31 March 2026 as set out in the preliminary announcement have been agreed by the Group's auditor, Messrs. Deloitte Touche Tohmatsu, to the amounts set out in the audited consolidated financial statements of the Group for the year as approved by the Board on 22 June 2026. The work performed by Messrs. Deloitte Touche Tohmatsu in this respect did not constitute an assurance engagement and consequently no opinion or assurance conclusion has been expressed by Messrs. Deloitte Touche Tohmatsu on this preliminary announcement.

By Order of the Board

Hypebeast Limited

Ma Pak Wing Kevin

Chairman and executive Director

Hong Kong, 22 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.