

HYPEBEAST

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Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00150)

CHANGES OF COMPANY SECRETARY, AUTHORIZED REPRESENTATIVE AND PROCESS AGENT

The board (the “**Board**”) of directors (the “**Director(s)**”) of Hypebeast Limited (the “**Company**”) hereby announces that, with effect from 30 June 2026, Ms. Chan Hiu Lam (“**Ms. Chan**”) has been appointed in replacement of Ms. Cheung Nga Man (“**Ms. Cheung**”), who has tendered her resignation, to act in the following capacities:

- (a) company secretary of the Company;
- (b) authorized representative pursuant to Rule 3.05 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”); and
- (c) authorized representative for acceptance for the service of process and notices on behalf of the Company in Hong Kong as required under Rule 19.05(2) of the Listing Rules.

Ms. Cheung confirmed that she has no disagreement with the Board and there is no matter relating to her resignation that needs to be brought to the attention of the Stock Exchange or the shareholders of the Company.

The biographical details of Ms. Chan are set out as follows:

Ms. Chan is a Manager of Company Secretarial Services of Tricor Services Limited. She has over 10 years of experience in the corporate secretarial field. She has been providing professional corporate services to Hong Kong listed companies as well as multinational, private and offshore companies.

Ms. Chan is an associate of both The Hong Kong Chartered Governance Institute and The Chartered Governance Institute in the United Kingdom. She obtained her master’s degree in corporate governance from the Hong Kong Polytechnic University.

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The Board would like to take this opportunity to express gratitude to Ms. Cheung for her contribution to the Company during her tenure of service and welcome Ms. Chan on her new appointment.

By order of the Board

Hypebeast Limited

Ma Pak Wing Kevin

Chairman

Hong Kong, 30 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.