

HYPEBEAST

Hypebeast Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 00150)

FORM OF PROXY FOR USE AT THE ANNUAL GENERAL MEETING TO BE HELD ON 23 AUGUST 2023

I/We ^(Note 1) _____
of _____
being the registered holder(s) of _____ shares^(Note 2) of HK\$0.01 each in the share capital of Hypebeast Limited (the “Company”), **HEREBY APPOINT THE CHAIRMAN OF THE MEETING** ^(Note 4) or _____
of _____
as my/our proxy to attend the Annual General Meeting (and at any adjournment thereof) of the Company to be held at B/F, The Vault, Spaces Sun House, 90 Connaught Road Central, Sheung Wan, Hong Kong on Wednesday, 23 August 2023 at 3:30 p.m. for the purposes of considering and, if thought fit, passing the resolutions set out in the notice convening the meeting and at such meeting (and at any adjournment thereof) to vote for me/us and in my/our name(s) in respect of the resolutions as indicated below.

| ORDINARY RESOLUTIONS | | For ^(Notes 5&6) | Against ^(Notes 5&6) |
|----------------------|--|--------------------------------|------------------------------------|
| 1. | To consider and receive the audited consolidated financial statements of the Company and the reports of the directors and auditor of the Company for the year ended 31 March 2023. | | |
| 2. | To re-elect Mr. Ma Pak Wing Kevin as an executive director of the Company. | | |
| 3. | To re-elect Ms. Poon Lai King as an independent non-executive director of the Company. | | |
| 4. | To authorize the board of directors of the Company to fix the respective director's remuneration. | | |
| 5. | To re-appoint Deloitte Touche Tohmatsu as auditor of the Company and to authorize the board of directors of the Company to fix the auditor's remuneration. | | |
| 6. | To grant a general mandate to the directors of the Company to repurchase the Company's shares not exceeding 10% of the total number of issued shares of the Company as at the date of passing of this resolution. | | |
| 7. | To grant a general mandate to the directors of the Company to allot, issue and deal with additional shares not exceeding 20% of the total number of issued shares of the Company as at the date of this resolution. | | |
| 8. | Conditional upon the passing of resolutions nos. 6 and 7, to extend the general mandate granted to the directors of the Company to issue, allot and deal with additional shares in the capital of the Company by adding the number of shares repurchased by the Company. | | |

Dated this _____ 2023.

Signature ^(Note 7): _____

Notes:

- Full name(s) and address(es) are to be inserted in **BLOCK CAPITALS**. The name of all joint holders should be stated.
- Please insert the number of shares of the Company registered in your name(s). If no number is inserted, this form of proxy will be deemed to relate to all the shares of the Company registered in your name(s).
- Any shareholder of the Company entitled to attend and vote at the meeting is entitled to appoint another person as his/her/its proxy to attend and vote on his/her/its behalf. The proxy need not be a shareholder of the Company but must attend the meeting in person to represent the shareholder.
- If any proxy other than the Chairman is preferred, strike out the words “THE CHAIRMAN OF THE MEETING” here inserted and insert the name and address of the proxy desired in the space provided. A shareholder of the Company who is the holder of two or more shares may appoint more than one proxy to attend and vote on his/her/its behalf at the meeting provided that if more than one proxy is so appointed, the appointment shall specify the number and class of shares in respect of which each such proxy is so appointed. **IF NO NAME IS INSERTED, THE CHAIRMAN OF THE MEETING WILL ACT AS YOUR PROXY. ANY ALTERATION MADE TO THIS FORM OF PROXY MUST BE INITIALED BY THE PERSON WHO SIGNS IT.**
- IMPORTANT: IF YOU WISH TO VOTE FOR ANY RESOLUTIONS, TICK (“/”) THE APPROPRIATE BOXES MARKED “FOR”. IF YOU WISH TO VOTE AGAINST ANY RESOLUTIONS, TICK (“\”) THE APPROPRIATE BOXES MARKED “AGAINST”.** Failure to complete any or all the boxes will entitle your proxy to cast his/her votes at his/her discretion. Your proxy will also be entitled to vote at his/her direction on any resolution properly put to the meeting other than those set out in the notice convening this meeting.
- All resolutions will be put to vote by way of poll at the meeting. Every shareholder of the Company present in person (in the case of a shareholder being a corporation, by its duly authorized representative) or by proxy shall have one vote for every fully paid share of which he/she/it is the holder. A person entitled to more than one vote need not use all his/her votes or cast all the votes in the same way and in such cases, please state the relevant number of shares in the appropriate boxes above.
- This form of proxy must be signed by you or your attorney duly authorized in writing or, in case of a corporation, must either be executed under its common seal or under the hand of an officer, attorney or other person duly authorized.
- In the case of joint holders, the vote of the senior who tenders a vote, whether in person or by proxy, will be accepted to the exclusion of votes of the other joint holder(s) and for this purpose seniority will be determined by the order in which the names stand in the register of members of the Company in respect of the relevant joint holding.
- To be valid, this form of proxy, together with the power of attorney or other authority (if any) under which it is signed or a certified copy of such power of attorney or authority, must be deposited at the Company's branch share registrar in Hong Kong, Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong, not less than 48 hours before the time fixed for the meeting (i.e. not later than 3:30 p.m. on Monday, 21 August 2023) or any adjournment thereof.
- Completion and return of the form of proxy will not preclude you from attending and voting in person at the meeting and in such event, the form of proxy shall be deemed to be revoked.
- References to time and dates in this form of proxy are to Hong Kong time and dates.

PERSONAL INFORMATION COLLECTION STATEMENT

Your supply of your and your proxy's (or proxies') name(s) and address(es) is on a voluntary basis for the purpose of processing your request for the appointment of a proxy (or proxies) and your voting instructions for the above meeting of the Company (the ‘Purposes’). We may transfer your and your proxy's (or proxies') name(s) and address(es) to our agent, contractor, or third party service provider who provides administrative, computer and other services to us for use in connection with the Purposes and to such parties who are authorized by law to request the information or are otherwise relevant for the Purposes and need to receive the information. Your and your proxy's (or proxies') name(s) and address(es) will be retained for such period as may be necessary to fulfil the Purposes. Request for access to and/or correction of the relevant personal data can be made in accordance with the provisions of the Personal Data (Privacy) Ordinance (Chapter 486 of the Laws of Hong Kong) and any such request should be in writing by mail to Computershare Hong Kong Investor Services Limited at the above address for the attention of Privacy Compliance Officer.