

嗶哩嗶哩股份有限公司 (A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability) (於開曼群島註冊成立以不同投票權控制的有限責任公司)

(NASDAQ: BILI and HKEX: 9626) (納斯達克代號:BILI及港交所代號:9626)

31 January 2024

Dear registered shareholder(s),

Arrangement of Electronic Dissemination of Corporate Communications

Pursuant to Rule 2.07A of the Rules Governing The Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") that came into effect on 31 December 2023, Bilibili Inc. (the "Company") is writing to inform you that the Company has adopted electronic dissemination of corporate communications (the "Corporate Communications") starting from 31 January 2024, which mean any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular and (f) a proxy form.

Please note that both the English and Chinese versions of all future Corporate Communications will be available electronically on the website of the Company at https://ir.bilibili.com/ and the HKEXnews website at www.hkexnews.hk/ in place of printed copies. In respect of Actionable Corporate Communications (Note), the Company will send such documents to the shareholders individually in electronic form by email (if the Company possesses a functional email address of the shareholders) or in printed form by post.

Solicitation of electronic contact details

To ensure timely receipt of the latest Actionable Corporate Communications (Note), the Company recommends you to provide your email address by scanning your personalized QR code printed on the reply form on the reverse side (the "Reply Form"). Alternatively, you may sign and return the Reply Form to the Company's Hong Kong share registrar (the "Share Registrar"), Computershare Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong.

If the Company does not receive a functional email address in your reply, until such time that a functional email address is provided to the Share Registrar, the Company will send you the Actionable Corporate Communications (Note) in printed form in the future.

In support of this environmentally friendly communication, the Company recommends you to elect to receive Corporate Communications electronically. If you want to receive the Corporate Communications in printed form free of charge, please complete and return the Reply Form to the Share Registrar or send an email to bilibili.ecom@computershare.com.hk specifying your name, address and request to receive the Corporate Communications in printed form.

Should you have any queries relating to this letter, please contact the Share Registrar at (852)2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. (Hong Kong time), Mondays to Fridays, excluding Hong Kong public holidays.

> Yours faithfully. For and on behalf of Bilibili Inc. Rui Chen Chairman

Actionable Corporate Communication is any corporate communication that seeks instructions from issuer's securities holders on how they wish to exercise their rights or make an election as the issuer's securities

各位登記股東:

以電子方式發布公司通訊之安排

根據自 2023 年 12 月 31 日起生效的香港聯合交易所有限公司證券上市規則(「**上市規則**」)第 2.07A 條,嗶哩嗶哩股份有限公司(「**公司**」) 謹此通知 閣下,公司由 2024 年 1 月 31 日起已採用以電子方式發布公司通訊(「**公司通訊**」)之安排,該公司通訊是指公司為向其任何證券 持有人提供資訊或提醒其採取行動而發布或將要發布的任何文件,包括但不限於(a) 董事報告、年度帳目以及審計報告副本以及(如適用)財 務摘要報告; (b) 中期報告及其中期報告摘要(如適用); (c) 會議通知; (d) 上市文件; (e) 通函和 (f) 委任表格。

請注意,所有未來公司通訊的英文版和中文版將在公司網站 https://ir.bilibili.com/和披露易網站 www.hkexnews.hk/提供,以代替印刷本。有關可 供採取行動的公司通訊 '方面,本公司將以電子通訊方式通過電郵(如公司持有股東的有效電子郵件地址)或以印刷本方式通過郵寄向股東 個別地發送文件。

徵集電子聯絡資料

為確保及時收到最新的可供採取行動的公司通訊^(附註),公司建議 閣下透過掃描本函背頁之回條(「**回條**」)上列印的 閣下專屬二維碼來提供 閣下的電子郵件地址。 或者, 閣下也可以簽署回條並交回公司的香港股份過戶登記處(「**股份過戶處**」)香港中央証券登記有限公司,地址為香港灣仔皇后大道東 183 號合和中心 17M 樓。

如果公司沒有收到 閣下的有效電子郵件地址,直至股份過戶處收到 閣下有效的電子郵件地址前,公司未來將向 閣下發送可供採取行動的公司通訊 (Mint)的印刷本。

為響應對環境友善的通訊方式,公司建議 閣下選擇以電子方式收取公司通訊。若 閣下希望收取公司通訊之印刷版(費用全免),請填妥回條並交回股份過戶處,或發送電子郵件至 bilibili.ecom@computershare.com.hk ,並註明 閣下的姓名、地址以及收取公司通訊印刷版的要求。

如 閣下對本函件有任何疑問,請於辦公時間星期一至五(香港公眾假期除外)上午9時正至下午6時正(香港時間)其間致電股份過戶處 (852)2862 8688 杳詢。

> 嗶哩嗶哩股份有限公司 陳睿

BIBH

-

REPLY	FORM	回條
NEI LI	TOKM	

Computershare Hong Kong Investor Services Limited

(the "Share Registrar") 17M Floor, Hopewell Centre

183 Queen's Road East, Wan Chai, Hong Kong

(Please choose ONLY ONE of the options below)

(請從以下選項中只選擇其中一項)

香港中央證券登記有限公司 (「股份過戶處」) 香港灣仔皇后大道東 183 號 合和中心 17M 樓

Personalized QR Code 專屬二維碼

Option 1: Provide email address for receipt of future Actionable Corporate Communications* of the Company via electronic dissemination by scanning personalized QR code

選項1: 掃瞄專屬二維碼提供電子郵件地址,以接收公司通過電子方式

發佈的未來可供採取行動的公司通訊:

Returning this Reply Form is **NOT required** if Option 1 is chosen. 如選擇了選項1,無須交回本回條。

Option 2: I/we hereby provide my/our email address in writing for receipt of future Actionable Corporate Communications* of the following listed company (the "Company") via electronic dissemination 選項 2: 本人/吾等現以書面提供本人/吾等的電子郵件地址・以確保收到以下上市公司(「公司」)通過電子方式發佈的未來可供採取行動的公司通訊。						
· ·	Name of the listed company 上市公司名稱: Bilibili Inc.					
Email address 電郵地址: (Note 3 / 附註3)	嗶哩嗶哩股份有限公司					
Email address 电野地址: (************************************						
Option 3: I/we hereby request for receipt of Corporate Communica	tions* in printed form (Please mark "✓" in the below box if applicable)					

Option 3: I/we hereby request for receipt o	f Corporate Communications* in printed form (Please n	ark "✓" in the below box if applicable)				
選項3: 本人/吾等現要求收取公司通訊*印	刷版 (如適用・請在以下方格內劃上「✓」號)					
receive future Corporate Communications* in printed copy and noted that this instruction is valid only for one year starting from the receipt date of instruction. (Note 5) 收取未來公司通訊'的印刷本·並已知悉本指示由收取指示日期起計一年內有效。(<i>附註5</i>)						
ignature(s): (Note 1)	Contact number:	Date:				
_{簽名} .(附註 1)	聯络雷話號碼・	日期・				

- Notes 附註:

 1. Please complete all your details clearly. If your shares are held in joint names, all of the joint shareholders should jointly sign this Reply Form in order for this Reply Form to be valid. 請清楚课受 圖下之所有資料。如屬聯名股東。則本回縣海會任稅東聯合簽署,方為有效。

 2. Any Reply Form with no signature or is otherwise incorrectly completed will be void. 任何回條若未有養實理在其他方面填寫不正確。則本回條將會作務。

 3. If the Company does not receive a functional email address in your reply, until such time that a functional email address is provided to the Share Registrar, the Company will send you Actionable Corporate Communications* in printed form in the future. 数公司资金分级到 圖下的有效管子器件地址前、公司未來將向 圖下發送可供採取行動的公司鍾訊*的印刷本。

 4. If you provide more than one email address by QR code, email, reply form and/or other means, only the latest one email address provided will be registered. 如 圖下經過一雜時。電影 一個縣文庫其他方式使其他方式使用於多心。 只有 圖下發授稅的電子影件地址新音戏用於含む。

 5. If you mark "V" in the box in Option 3, no email address will be registered and only Corporate Communications* in printed form will be received. 如 圖下在護房 3方格內動上 "V",要,將不會看著一個軟體發音、另外透過新物的回路會被股。

 6. For the avoidance of doubt, the Company does not accept any other instructions given on this Reply Form. 為免存發,在一個無力性何競外指示,公司將不予確理。

 * Unless otherwise specified, Corporate Communications refer to any documents issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to the annual succept any other instructions given on the instruction of the information or action of holders of any of its securities, including but not limited to the annual succept any other instructions given on the securities of the information or action of holders of any of its securities, including but not limited to the annual succept any other instructions given on this Reply Form.

PERSONAL INFORMATION COLLECTION STATEMENT 收集個人資料聲明

- | Personal Data" in this statement has the same meaning as "personal data" in the Personal Data (Privacy) Ordinance, Chapter 4.86 of the Laws of Hong Kong ("PDPO").
 本登明中所指的「個人資料」與香港法例第 4.86 章 【個人資料(私膳)條例》(「私膳條例》),中「個人資料」的遊義相同。
 Your Personal Data provided in this Reply Form will be used in connection with, including but not limited to, the Company's electronic dissemination of Corporate Communications and to liaise with you on other matters relating to your holdings in the Company. Your supply of Personal Data to the Company is on a voluntary basis. In case of a failure to provide sufficient information, the Company may not be able to process your instruction and/or request as stated in this Reply Form.
 関下於本回條所提供的個人資料新用於(包括但不限於)有關公司以電子方式發布公司婚訊及就 閣下持有的公司證券有關的其他事宜上與 閣下聯絡。閣下是自顧向本公司提供個人資料。若 閣下未能提供足夠資料。
 公司可能無法處理 閣下在本回條上所述的指示及/或要求。
 Your Personal Data may be disclosed or transferred by the Company to its subsidiaries, the Share Registrar, and/or other companies or bodies for any of the stated purposes, or when it is required to do so by law and will be retained for such period as may be necessary for our verification and record purposes.
 公司可就任何所說明的用述或在法例規定的情况下。將 閣下知例人資料政策或轉移給公司的附屬公司、股份過戶處、及/或其他公司或團體。並將在適當期間保留該等個人資料作核實及紀錄用途・You have the right to request access to and/or correction of your Personal Data in accordance with the provisions of the PDPO. Any such request for access to and/or correction of your Personal Data should be in writing, by mail to the Hong Kong Privacy Officer of the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong or by email at PrivacyOfficer@ormothershate.
- PrivacyOfficerでcomputershare.com.hk 間ト有権権連(礼庫條例)的條文重閱及或修改 間下的個人資料・任何該等查閱及/或修改個人資料的要求均須以書面方式郵寄至股份過戶處(地址為香港灣仔皇后大道東 183 號合和中心 17M 樓)向香港隱私主 任提出・或發送電郵至 <u>PrivacyOfficer@computershare.com.hk</u> **

Computershare Hong Kong Investor Services Limited 香港中央證券登記有限公司 Freepost No. 簡便回郵號碼:37 Hong Kong 香港

Please cut the mailing label and stick it on an envelope to return this form to us.

No postage is necessary if posted in Hong Kong.

閣下寄回此回條時・請將郵寄標籤剪貼於信封上 如在本港投寄・ 閣下無需支付郵費或貼上郵票。