

Dear Media Friends:

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Avex Entertainment Inc. Invests in Hypebeast Ltd. as A Long-Term Strategic Partner and Shareholder



HYPEBEAST

[Hypebeast Ltd.](#) (**Hypebeast, 0150.HK**) is pleased to announce Avex Entertainment Inc. (**AEI, 07860.TKO**) as a strategic long-term partner and shareholder, in a move to scale up and diversify its business in Japan and beyond.

Avex Inc., established in 1988, is the largest comprehensive entertainment company in Japan, with business spanning from music, artist and talent management, live event, merchandising, fan club, anime, game, to music/video streaming subscription services. The company has the Tokyo head office and local offices across Japan, with oversea subsidiaries in Los Angeles, London, Beijing, Singapore, Taipei, and Hong Kong.

Through the partnership, Hypebeast aims to further develop its business segments in Japan including digital media Hypebeast, agency Hypemaker, and e-commerce HBX with the support of AEI's strong domestic connections, local business, and operational expertise, wide influencer network, strength in content distribution, music label and talent management to boost Hypebeast Japan into the next phase of growth and further Hypebeast's penetration in the Japan market. To cement the partnership, AEI will make an initial investment in shares of Hypebeast Ltd. at a premium to the current market price.

Combining Hypebeast's presence as a leading curator in global youth culture with AEI's powerful influence in Japan and in the global entertainment industry, the collaboration will make way for further opportunities for both companies to unlock untapped market potential and grow as powerful vanguards of the global cultural industry.

Intended strategic business collaborations:

■ Digital Media

Hypebeast and Avex will partner on resource and knowledge sharing with respect to digital advertising, content strategy, marketing and promotion across Hypebeast's digital media platforms (Hypebeast) and creative services agency business (Hypemaker) in Japan.

■ Music Label

With Avex's plan to globalize its music label, the company will partner with Hypebeast on sourcing and developing global emerging talent.

■ E-Commerce

Hypebeast's retail business, HBX, will utilize Avex's warehouse and logistics infrastructure and strong local business experience in growing its Japanese market.

In addition, Avex and Hypebeast/HBX will co-develop apparel products and global brand collaborations by leveraging Avex's roster of renowned artists, titles and animations, to coincide with Hypebeast's development of an in-house product and merchandise platform.

■ Events

Combining Avex's valuable experience in live event production and Hypebeast's extensive global network, Avex and Hypebeast will jointly produce large scale fashion, music, and cultural events in Japan to bridge global and Japanese culture and expand Japan's fan base for both brands.

■ Agency

Avex will co-develop Hypebeast's agency business (Hypemaker) by highlighting Hypebeast's global presence and network, and creative capabilities externally to acquire new clients.

"I love Japanese culture and fashion, and have always believed in its vast business potential, and this partnership will be a big push with respect to our presence in its local market. I am looking forward to the transformation ahead and to taking our business to the next level alongside Avex." Kevin Ma, the CEO of Hypebeast Ltd. said.

"It is our immense pleasure to partner with Hypebeast, a global media company. With Hypebeast's cooperation, we believe that we will be able to further deliver attractive content

and culture from Japan to the global market. Going forward, we aim to work with Hypebeast in various business endeavours.” Takeya Ino, the Director of Avex Entertainment Inc. said.

Stay tuned for future announcements from [Hypebeast Ltd.](#) and [Avex Entertainment Inc.](#)

Media Enquiries: pr@hypebeast.com

Investors Enquiries: investors@hypebeast.com

About Hypebeast Ltd.

Hypebeast Ltd. started from a sneaker website founded by Kevin Ma in 2005 to a publicly listed media company in 2016. With a total reach of over 40.5M users across all platforms, The media group boasts a global readership across Asia Pacific, North America, Europe and more, with the flagship platform available in five languages. The group has expanded its publishing brands to a wider scope in recent years, encompassing Hypebeast and its multiple content distribution platforms, e-commerce store HBX and agency Hypemaker.