

HypeCapital

1. Philosophy

HypeCapital honors and identifies the growth of powerful innovations. Influential in the fields of fashion, design and digital media with over 15 years' experience, HypeCapital will fuel potential businesses throughout their trajectories. Our solid infrastructure, rich insight and vast Hype Network will all aid development areas such as all-rounded investment, joint projects, 360-degree branding support, and more.

2. Methodology

Investment Criteria. HypeCapital seeks promising seed-, early-, and growth-stage corporates with strong synergy with Hypebeast and the Hype Network in terms of valuing and striking to become part of global culture. Hypebeast possesses a global reach prioritising US, South Korea, China, Japan, Hong Kong, Taiwan and SEA regions, and potential companies should resonate with Hypebeast's demographics. Strong and passionate founding team with expertise within the industry and are able to build solid tech profiles will work seamlessly with Hypebeast's inhouse talents.

What We Offer. HypeCapital provides seed capital through involving in pre-seed with incubation, seed and growth co-funding series A rounds. HypeCapital believes in safeguarding the authenticity, uniqueness and vision of investee companies. Companies under HypeCapital's portfolio can gain access to opportunities that are uniquely available for Hypebeast's Hype Network, while preserving all original ideas produced through companies' autonomous operations. With experience and influence in the fields of fashion, design, global culture and digital media, HypeCapital can offer valuable insight to propel potential ideations towards realization, with full support in marketing and promotional campaigns provided in every venture and launch announcement. Hypebeast's talented brand development team will also offer strategic and operational support to accelerate development and success of our investee companies.

3. Portfolio

Nothing Technology Limited

In Portfolio

Tech startup founded in 2020 by Carl Pei, former co-founder of One Plus. Nothing is removing the barriers between people and technology to create a seamless digital future. Investors include prominent names such as Tony Fadell (former CEO of Nest, inventor of iPod), Kevin Lin (co-founder of Twitch), Steve Huffman (co-founder of Twitch), Steve Huffman (co-founder and CEO of Reddit), Josh Buckley (CEO of Product Hunt), and Casey Neistat (YouTuber).

nothing.tech

Disclaimer. This Presentation contains certain information of Hypebeast Limited, which may include its subsidiaries, affiliates, related entities, employees ("Hypebeast"), and is intended to be used solely for your personal reference. It does not, in any way or manner, constitute an inducement or invitation to invest in Hypebeast. This Presentation does not intend to provide, and you may not rely on this presentation as providing, a complete and/or comprehensive analysis or overview of Hypebeast. All matters, explanations, financials and any information set out in this Presentation is subject to change at anytime without notice and as such, no reliance should be placed on the fairness, accuracy, completeness or correctness of any information and materials contained in this Presentation. None of Hypebeast, nor any of its advisors or representatives, shall have any liability (in negligence or otherwise) whatsoever for any loss or damage howsoever arising from any use or reliance of this Presentation, or its contents or otherwise arising in connection herein. The questions, answers and factual statements hereto will simply provide an outline and cover the basic information of Hypebeast.