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Hong Kong Television Network Limited
香港電視網絡有限公司

(Incorporated in Hong Kong with limited liability under the Companies Ordinance)
(Stock Code: 1137)

Unaudited Operational Information
for January, February and March 2019

The board of directors (the “**Board**”) of Hong Kong Television Network Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) is pleased to announce the unaudited operational information of the Group for January, February and March 2019 which is the combined results of its online shopping platforms and offline business, namely HKTVmall and HoKoBuy.

	In the month of					
	March 2019	February 2019	January 2019	March 2018	February 2018	January 2018
Average daily order number (rounded to the nearest hundred)	13,400	12,300	13,600	8,100	7,800	7,600
Average order value (rounded to the nearest dollar)	HK\$553	HK\$523	HK\$536	HK\$501	HK\$513	HK\$537
Gross merchandise value on Order intake ⁱ (rounded to the nearest million)	HK\$229 million	HK\$179 million	HK\$226 million	HK\$126 million	HK\$112 million	HK\$127 million
	March 2019			December 2018		
Number of unique devices landing on product details page or performing search at HKTVmall and/or HoKoBuy ⁱⁱ (rounded to the nearest thousand)	1,645,000			1,483,000		

The Board wishes to remind shareholders and potential investors of the Company that the above information is unaudited and is based on preliminary internal information of the Group, which may differ from figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collating such sales information.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution in dealing in the Company's securities.

By Order of the Board
Hong Kong Television Network Limited
Wong Wai Kay, Ricky
Chairman

Hong Kong, 9 April 2019

As at the date of this announcement, the executive Directors of the Company are Mr. Wong Wai Kay, Ricky (Chairman), Mr. Cheung Chi Kin, Paul (Vice Chairman and Chief Executive Officer), Ms. Wong Nga Lai, Alice (Chief Financial Officer), Mr. Lau Chi Kong (Chief Operating Officer) and Ms. Zhou Huijing and the independent non-executive Directors are Mr. Lee Hon Ying, John, Mr. Peh Jefferson Tun Lu and Mr. Mak Wing Sum, Alvin.

Notes:

- i Gross merchandise value on Order intake represents the total gross sales dollar value for merchandise sold through a particular marketplace over a certain timeframe, before deduction of any discount offered by the marketplace, rebate used, cancellation and returns of merchandise sold.
- ii Data on unique device is extracted from our internal system and rounded to the nearest thousand. The data is collected based on the tracking cookies for web browser and the device advertising ID for app, which could be overlapping if (a) same device is used to browse the online shopping web-page through different browsers; (b) same device is used to open online shopping app and to browse online shopping web-page; and (c) the user amends the advertising ID of its device. These data are unaudited and are not indicative of the Company's business performance, financial condition or growth prospect. Readers should not place reliance on these data.