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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 July, August and September 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 July, August and September 2019 which is the combined results of its online shopping platforms and offline business, namely HKTVmall and HoKoBuy.

	In the month of					
	September 2019	August 2019	July 2019	September 2018	August 2018	July 2018
Average daily order number (rounded to the nearest hundred)	16,300	14,200	14,100	11,600	10,900	10,200
Average order value (rounded to the nearest dollar)	HK\$477	HK\$539	HK\$520	HK\$492	HK\$501	HK\$518
Average Daily Gross merchandise value on Order intake ⁱ (rounded to the nearest hundred thousand)	HK\$7.8 million	HK\$7.7 million	HK\$7.3 million	HK\$5.7 million	HK\$5.5 million	HK\$5.3 million
Monthly Gross merchandise value on Order intake ⁱ (rounded to the nearest million)	HK\$233 million	HK\$237 million	HK\$227 million	HK\$171 million	HK\$169 million	HK\$163 million
	September 2019			June 2019		
Number of unique devices landing on product details page or performing search at HKTVmall and/or HoKoBuy ⁱⁱ (rounded to the nearest thousand)	1,548,000			1,563,000		

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, 11 October 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.