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

(根據公司條例於香港註冊成立之有限公司)
 (股份代號：1137)

**(1) Unaudited Operational Information
 for October, November and December 2019**
(2) FY2019 Business Target Achievement (Unaudited)
(3) FY2020 Business Target

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 certain unaudited operational information and business target of the Group.

(1) Unaudited operational information for October, November and December 2019 which is the combined results of its online shopping platforms and offline business, namely HKTVMall and HoKoBuy

	In the month of					
	December 2019	November 2019	October 2019	December 2018	November 2018	October 2018
Average daily order number (rounded to the nearest hundred)	18,700	18,100	19,500	12,200	12,200	12,900
Average order value (rounded to the nearest dollar)	HK\$467	HK\$459	HK\$456	HK\$516	HK\$496	HK\$488
Average Daily Gross Merchandise Value (“GMV”) on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$8.7 million	HK\$8.3 million	HK\$8.9 million	HK\$6.3 million	HK\$6.1 million	HK\$6.3 million
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$271 million	HK\$250 million	HK\$276 million	HK\$195 million	HK\$182 million	HK\$195 million

	In the month of	
	December 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)	1,668,000	1,508,000

	In the month of	
	December 2019	December 2018
Number of unique customers who made purchases at HKTVmall and/or HoKoBuy (rounded to the nearest thousand)	266,000	201,000

**(2) Business Target Achievement for the year ended 31 December 2019
 (“FY2019”) (unaudited)**

	Achievement for FY2019	Revised target ⁱⁱⁱ for FY2019
Annual GMV on Order Intake ⁱ (rounded to the nearest ten million)	HK\$2.78 billion	HK\$2.75 billion

	Achievement as at 31 December 2019	Revised target ⁱⁱⁱ for 31 December 2019
Total number of O2O shops opened	60	65

(3) Business Target for the year ending 31 December 2020 (“FY2020”)

- a. For FY2020, the Board has set its targeted annual GMV on Order Intakeⁱ for the Group’s eCommerce business at HK\$3.38 billion, representing a year-on-year growth of 21.6%, subject to the development of the current social movement and economic condition.
- b. For the O2O shops development plan, the Board will continue to assess based on the market conditions, alternative options to drive business growth and also the Group’s eCommerce business development direction.

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
Cheung Chi Kin, Paul
Chairman

Hong Kong, 9 January 2020

As at the date of this announcement, the executive Directors of the Company are Mr. Cheung Chi Kin, Paul (Chairman), Mr. Wong Wai Kay, Ricky (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 (Managing Director of Shopping and eCommerce) 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 (“GMV”) 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.
- iii Please refer to the Company’s announcement dated 29 August 2019 for details on the revision of the FY2019 business targets.