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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)

**Business Update and  
 Unaudited Operational Information for April 2020**

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 for April 2020 and certain business update of the Group.

The unaudited operational information of its online shopping platform(s) and offline business for April 2020 of the Group is summarized as below:

	In the month of			Change in Percentage	
	April 2020	March 2020	April 2019	April 2020 vs March 2020	April 2020 vs April 2019
Average daily order number (rounded to the nearest hundred)	31,600	31,800	12,300	(0.6%)	156.9%
Average order value (rounded to the nearest dollar)	HK\$519	HK\$538	HK\$521	(3.5%)	(0.4%)
Average Daily Gross Merchandise Value (“ <b>GMV</b> ”) on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$16.4 million	HK\$17.1 million	HK\$6.4 million	(4.1%)	156.3%
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$492 million	HK\$531 million	HK\$192 million	(7.3%)	156.3%

	In the month of		
	April 2020	March 2020	April 2019 <sup>iii</sup>
Number of unique devices landing on product details page or performing search at HKTVMall <sup>ii</sup> (rounded to the nearest thousand)	2,742,000	2,691,000	1,563,000

	In the month of		
	April 2020	March 2020	April 2019 <sup>iv</sup>
Number of unique customers who made purchases at HKTVMall (rounded to the nearest thousand)	373,000	385,000	206,000

The Board would like to provide an update on certain business development initiatives of the Group. Through connecting purchasing behaviours of consumers, the Group aims to enable and accelerate the digitalization of the local retail sector, such as the reach and use of Big Data on a wider perspective, Online-to-Offline and Offline-to-Online conversion, actualization of innovative ideas, etc., so as to bring Hong Kong a big step closer to becoming a smart city. The initiatives are expected to be launched progressively during 2020 and 2021, summarized as below:

1. **Open data bank platform** – through building a Big Data platform, merchant and public portal and open API platform (“**Open Data Bank Platform**”) and as permitted under relevant rules and regulations, certain data collected through HKTVmall will be shared with various groups of people, such as HKTVmall merchants, suppliers, existing and potential business partners, start-up entrepreneurs and academics, etc., subject to registration and approval. The data to be included in the Open Data Bank Platform will not include any personal data and may include data related to sales transactions, user traffic, logistics and warehouse performance, etc., with such data expected to be updated on the Open Data Bank Platform on a timely and regular basis;
2. **eWallet** – through development of the HKTVmall eWallet solution, the footprint of the HKTVmall app can be extended from eCommerce to payment services, allowing the Group and HKTVmall merchants to have a more integrated view on consumers’ online and offline shopping behaviour for enhancement of consumers’ personal shopping experience. The proposed features of the HKTVmall eWallet include contactless payment function and use of the HKTVmall eWallet for online and offline payments; and
3. **Open landing page** – through enhancement of the User Experience of the HKTVmall app, the HKTVmall app will be further enriched to being an app that is beyond an online shopping platform and becoming an app for “content” in different aspects of life. The enhancement will allow merchants and other content providers, such as Key Opinion Leaders, to build, to fill and to manage their own page on HKTVmall which the users of the HKTVmall app can choose to follow. One key benefit is to tighten the bonding between the HKTVmall app, users and content providers.

The above initiatives are still in the early planning stages and may or may not proceed due to various commercial, technical or regulatory issues related to the initiatives. In this regard, the Board is not yet in a position to assess the financial impact of the initiatives on the Group in the short or long term.

**The Board wishes to remind shareholders and potential investors of the securities 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, 6 May 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.*

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*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. This figure represents the number of unique devices landing on product details page or performing search at HKTVmall and/or HoKoBuy. Effective from 1<sup>st</sup> January 2020, the user traffic and transaction of HoKoBuy has been redirected to HKTVmall.
- iv. This figure represents the number of unique customers who made purchases at HKTVmall and/or HoKoBuy. Effective from 1<sup>st</sup> January 2020, the user traffic and transaction of HoKoBuy has been redirected to HKTVmall.