

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Hong Kong Technology Venture Company Limited
香港科技探索有限公司

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

Business Update
and
Unaudited Operational Information for August 2021

The board of directors (the “**Board**”) of Hong Kong Technology Venture Company Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) is pleased to announce certain business update and the Group’s unaudited operational information for August 2021.

(1) eCommerce Business Update

As mentioned in the 2021 interim results announcement issued on 26 August 2021, the Company was expecting a new record high on the achievement of Gross Merchandise Value (“**GMV**”) on order intake¹ in August 2021. When August 2021 came to an end, HKTVMall brought encouraging results to the Company by achieving HK\$633.0 million GMV on order intake, an average daily order number of 42,700 orders, and 549,000 unique customers whom made purchases at HKTVMall, all these 3 key parameters becoming new record high at HKTVMall.

Among this HK\$633.0 million GMV on order intake, around 12.4% was settled by the HKTVMall eGift Vouchers bought under the “**HK\$350 for HK\$500 eGift Voucher Program**” which was launched during 1st to 21st July 2021. This program has received extraordinary market responses, reaching more than a total of HK\$288.0 million face value in eGift Vouchers sold. These eGift Vouchers can be used for shopping at HKTVMall online platform until 31 October 2021.

Up to 31 August 2021, 67.9% of the sold eGift Vouchers had been used for shopping at HKTVmall online platform, among this, around 40.6% was used in July 2021 to build the online purchase behaviour. While only 27.3% of the sold eGift Vouchers were used in August 2021 but achieving a record high GMV on order intake, we believe the consumer offline to online conversion process has been accelerated and solidified by this program. Given the satisfactory result in acquiring and converting customers from this program, we shall continue to devote more marketing and promotional investments to expedite HKTVmall's online penetration and continue its dominant leading position in the Hong Kong eCommerce market.

(2) The unaudited operational information of the Group's eCommerce business including online shopping platform and offline business (excluding the sales of HKTVmall cash vouchers) for August 2021 is summarized as below:

	In the month of			Change in Percentage	
	August 2021	July 2021	August 2020	August 2021 vs July 2021	August 2021 vs August 2020
Average daily order number (rounded to the nearest hundred)	42,700	40,600	32,900	5.2%	29.8%
Average order value (rounded to the nearest dollar)	HK\$478	HK\$450	HK\$526	6.2%	(9.1%)
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$20.4 million	HK\$18.3 million	HK\$17.3 million	11.5%	17.9%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$633 million	HK\$566 million	HK\$536 million	11.8%	18.1%

	In the month of		
	August 2021	July 2021	August 2020
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	549,000	482,000	390,000

	In the month of		
	August 2021	July 2021	August 2020
Monthly Active Users ⁱⁱ (rounded to the nearest thousand)			
App only:	1,492,000	1,448,000	1,488,000

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 Technology Venture Company Limited
Cheung Chi Kin, Paul
Chairman

Hong Kong, 7 September 2021

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 Group Chief Executive Officer), Ms. Wong Nga Lai, Alice (Group Chief Financial Officer), Mr. Lau Chi Kong (Chief Executive Officer (International Business)) and Ms. Zhou Huijing (Chief Executive Officer (Hong Kong)) and the independent non-executive Directors of the Company 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. Monthly active user data is extracted from Google Analytics and rounded to the nearest thousand, the computation method and basis of which have not been verified. The data for App Only users could be overlapping if the user re-installs the HKTVmall App on the same device or amends the advertising ID of its device in the same month.
The information for the same period can be changed at different points of time when capturing the data as Google Analytics performs the analysis on a sampling basis. According to Google Analytics, "Active User" is defined as the unique user who initiated sessions on the website or App within the selected date range.