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**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 July 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 July 2021.

**(1) Business Update - Automated Retail Store and System**

On 4 August 2021, Shoalter Automation Limited, an indirect wholly-owned subsidiary of the Company, filed its first Hong Kong standard patent application in respect of its Automated Retail Store and System invention, which is the first of its kind in the world.

The Automated Retail Store and System is a large scale fully-automated storage and retailing system which utilises cutting-edge technologies invented based on the Group’s extensive experience and knowhow of our online shopping mall platform’s fulfilment flow. The invention utilises state-of-the-art robotics, self-designed machineries and software with the following innovative core features:

1. Entirely automated selling and fulfilment flow in an offline retail shop including order taking, stock out and inventory replenishment process such that no human service is required in the internal operations of the Automated Retail Store and System.
2. Optimisation on the store floor space utilisation enabling many more items to be stored as compared with a traditional retail store of the same size.

3. Capability on fulfilment of multi-temperature products in various sizes, shapes and weight.

The Automated Retail Store and System will provide a whole new experience in global retailing. We expect to have a trial launch of the Automated Retail Store and System in the first half of 2022 and commercial launch in the same year. The target market will be developed countries which are expected to benefit the most from the Automated Retail Store and System due to operational efficiencies in terms of reducing staffing requirements and its 7 x 24 business hours availability to customers.

The Automated Retail Store and System is in the final development stage and this business initiative may or may not proceed due to various commercial, technical or local regulatory issues related to this business initiative. In this regard, the Board is not yet in a position to assess the financial impact of the Automated Retail Store and System and related business initiative on the Group in the short or long term.

**(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 July 2021 is summarized as below:**

	In the month of			Change in Percentage	
	July 2021	June 2021	July 2020	July 2021 vs June 2021	July 2021 vs July 2020
Average daily order number (rounded to the nearest hundred)	40,600	36,500	36,300	11.2%	11.8%
Average order value (rounded to the nearest dollar)	HK\$450	HK\$449	HK\$552	0.2%	(18.5%)
Average Daily Gross Merchandise Value (“GMV”) on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$18.3 million	HK\$16.4 million	HK\$20.0 million	11.6%	(8.5%)
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$566 million	HK\$493 million	HK\$620 million	14.8%	(8.7%)

	In the month of		
	July 2021	June 2021	July 2020
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	482,000	461,000	415,000

	In the month of		
	July 2021	June 2021	July 2020
Monthly Active Users <sup>ii</sup> (rounded to the nearest thousand) App only:	1,448,000	1,555,000	1,432,000

**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, 9 August 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.*

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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. 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.