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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 March 2021

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 Group’s unaudited operational information for March 2021.

The unaudited operational information of the Group’s eCommerce business including online shopping platform and offline business for March 2021 is summarized as below:

	In the month of			Change in Percentage	
	March 2021	February 2021	March 2020	March 2021 vs February 2021	March 2021 vs March 2020
Average daily order number (rounded to the nearest hundred)	35,700	33,500	31,800	6.6%	12.3%
Average order value (rounded to the nearest dollar)	HK\$475	HK\$486	HK\$538	(2.3%)	(11.7%)
Average Daily Gross Merchandise Value (“ GMV ”) on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$16.9 million	HK\$16.3 million	HK\$17.1 million	3.7%	(1.2%)
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$525 million	HK\$456 million	HK\$531 million	15.1%	(1.1%)
	In the month of				
	March 2021	February 2021	March 2020		
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	415,000	382,000	385,000		
	In the month of				
	March 2021	February 2021	March 2020		
Monthly Active Users ⁱⁱ (rounded to the nearest thousand) App only:	1,375,000	1,353,000	1,497,000		

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 Television Network Limited
Cheung Chi Kin, Paul
Chairman

Hong Kong, 8 April 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.