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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 May 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 May 2020 of the Group.

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

	In the month of			Change in Percentage	
	May 2020	April 2020	May 2019	May 2020 vs April 2020	May 2020 vs May 2019
Average daily order number (rounded to the nearest hundred)	30,400	31,600	13,800	(3.8%)	120.3%
Average order value (rounded to the nearest dollar)	HK\$500	HK\$519	HK\$548	(3.7%)	(8.8%)
Average Daily Gross Merchandise Value (“ GMV ”) on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$15.2 million	HK\$16.4 million	HK\$7.6 million	(7.3%)	100.0%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$472 million	HK\$492 million	HK\$235 million	(4.1%)	100.9%
	In the month of				
	May 2020	April 2020	May 2019ⁱⁱⁱ		
Number of unique devices landing on product details page or performing search at HKTVmall ⁱⁱ (rounded to the nearest thousand)	2,796,000	2,742,000	1,700,000		
	In the month of				
	May 2020	April 2020	May 2019^{iv}		
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	378,000	373,000	231,000		

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, 4 June 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 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. 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 1st 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 1st January 2020, the user traffic and transaction of HoKoBuy has been redirected to HKTVmall.