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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 May 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 certain business update and the Group’s unaudited operational information for May 2021.

**Business Update**

(1) eCommerce Business

Embraced by the May Thankful Festival, the Group is pleased to announce that HKTVMall has hit a record high number of unique customers of 460,000 who have made purchases at HKTVMall in May 2021. This remarkable result was achieved by the strong dedication to accelerate the eCommerce and digital ecosystem penetration in Hong Kong, including offline to online customer conversion, online customer portfolio expansion such as reaching the elderly group and the continued development of various eCommerce enrichments. HKTVMall will continue to strengthen its dominant position to go beyond “shopping” and to complete the final stage of the HKTVMall digital ecosystem.

(2) Solution Business

Further to the Group’s announcement on 3 January 2021, the Group is pleased to announce that the first online shopping mall powered by Shoalter Technology Limited – a wholly owned subsidiary of the Group, and operated by I.T Limited, named as “EESE” will be launched in the fourth quarter of 2021. “EESE” will be positioned as Hong Kong’s brand-new upmarket online marketplace, offering a different look and feel, as well as functions that serve customers with a different shopping journey. For merchants, they can set up and operate their virtual stores on

the two platforms – HKTVmall and EESE, riding on one single system. This is a big step forward to accelerate the digitalization of the Hong Kong retail industry.

### **Unaudited Operational Information for May 2021**

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

	In the month of			Change in Percentage	
	May 2021	April 2021	May 2020	May 2021 vs April 2021	May 2021 vs May 2020
Average daily order number (rounded to the nearest hundred)	38,000	36,800	30,400	3.3%	25.0%
Average order value (rounded to the nearest dollar)	HK\$436	HK\$442	HK\$500	(1.4%)	(12.8%)
Average Daily Gross Merchandise Value (“GMV”) on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$16.6 million	HK\$16.3 million	HK\$15.2 million	1.8%	9.2%
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$514 million	HK\$488 million	HK\$472 million	5.3%	8.9%
	<b>In the month of</b>				
	<b>May 2021</b>	<b>April 2021</b>	<b>May 2020</b>		
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	460,000	432,000	378,000		
	<b>In the month of</b>				
	<b>May 2021</b>	<b>April 2021</b>	<b>May 2020</b>		
Monthly Active Users <sup>ii</sup> (rounded to the nearest thousand)					
App only:	1,423,000	1,352,000	1,445,000		

**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, 7 June 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.