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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 November 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 Group’s unaudited operational information for November 2020.

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

	In the month of			Change in Percentage	
	November 2020	October 2020	November 2019	November 2020 vs October 2020	November 2020 vs November 2019
Average daily order number (rounded to the nearest hundred)	34,900	35,600	18,100	(2.0%)	92.8%
Average order value (rounded to the nearest dollar)	HK\$468	HK\$465	HK\$459	0.6%	2.0%
Average Daily Gross Merchandise Value (“ GMV ”) on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$16.3 million	HK\$16.5 million	HK\$8.3 million	(1.2%)	96.4%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$490 million	HK\$513 million	HK\$250 million	(4.5%)	96.0%
	In the month of				
	November 2020	October 2020	November 2019ⁱⁱ		
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	412,000	425,000	253,000		
	In the month of				
	November 2020	October 2020	November 2019		
Monthly Active Users ⁱⁱⁱ (rounded to the nearest thousand)					
App only:	1,435,000	1,464,000	851,000		

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 December 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 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. 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.
- iii. 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.
The Company determines not to continue the disclosure on Monthly Active Users – Web only data considering that (a) the majority of traffic and transactions of HKTVmall are generated from App users; and (b) the traffic generated from web users has a higher likelihood to be affected by external unknown factors.