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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 November 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 November 2021.

**(1) eCommerce Business Update**

On the eCommerce business, the online shopping momentum continued with the launch of the signature promotional event “HKTVMall Thankful Festival” in November 2021 with approximately half a million unique customers whom shopped at HKTVMall.

Despite the weakening consumption desire in the retail market subsequent to the second disbursement of the Government’s Consumption Voucher Scheme in October 2021, the Average Daily Gross Merchandise Value (“**GMV**”) on Order Intake<sup>i</sup> in HKTVMall maintained at approximately HK\$19.3 million in November 2021 versus approximately HK\$19.4 million in October 2021. Relative to October 2020 of approximately HK\$16.3 million, it represented a growth of approximately 18.4%.

**(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 November 2021 is summarised as below:**

	In the month of			Change in Percentage	
	November 2021	October 2021	November 2020	November 2021 vs October 2021	November 2021 vs November 2020
Average daily order number (rounded to the nearest hundred)	44,000	41,700	34,900	5.5%	26.1%
Average order value (rounded to the nearest dollar)	HK\$437	HK\$467	HK\$468	(6.4%)	(6.6%)
Average Daily GMV on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$19.3 million	HK\$19.4 million	HK\$16.3 million	(0.5%)	18.4%
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$577 million	HK\$603 million	HK\$490 million	(4.3%)	17.8%

	In the month of		
	November 2021	October 2021	November 2020
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	496,000	530,000	412,000

	In the month of		
	November 2021	October 2021	November 2020
Monthly Active Users <sup>ii</sup> (rounded to the nearest thousand)			
App only:	1,451,000	1,511,000	1,435,000

**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, 10 December 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. In general, 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, or uses multiple devices, or uses HKTVmall Main App and Lite App (collectively "HKTVmall App") 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 App within the selected date range.