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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 October 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 October 2020.

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

	In the month of			Change in Percentage	
	October 2020	September 2020	October 2019	October 2020 vs September 2020	October 2020 vs October 2019
Average daily order number (rounded to the nearest hundred)	35,600	33,000	19,500	7.9%	82.6%
Average order value (rounded to the nearest dollar)	HK\$465	HK\$483	HK\$456	(3.7%)	2.0%
Average Daily Gross Merchandise Value (“ GMV ”) on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$16.5 million	HK\$15.9 million	HK\$8.9 million	3.8%	85.4%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$513 million	HK\$478 million	HK\$276 million	7.3%	85.9%
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	In the month of				
	October 2020	September 2020	October 2019ⁱⁱ		
	425,000	376,000	263,000		
Monthly Active Users ⁱⁱⁱ (rounded to the nearest thousand)	In the month of				
	October 2020	September 2020	October 2019		
App only:	1,464,000	1,378,000	879,000		
Web only:	1,226,000	1,507,000	595,000		

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, 5 November 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 could be overlapping:
 - (a) between App users and Web users – if the same user uses the HKTVmall App and uses other device(s) for browsing the HKTVmall web-page at the same time;
 - (b) for Web users – if the same device is used to browse the HKTVmall web-page through different browsers or if the user uses incognito mode to browse the HKTVmall web-page; and
 - (c) for App users – 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.