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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 October 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 October 2021.

(1) eCommerce Business Update

The second disbursement under the Government’s Consumption Voucher Scheme in October 2021 has improved the consumption momentum in the Hong Kong retail market. As the largest online shopping mall in Hong Kong, HKTVMall has captured this momentum to drive the sales performance in October 2021.

The monthly Gross Merchandise Value (“**GMV**”) on order intake reached HK\$603.0 million in October 2021 versus HK\$543.0 million in September 2021, and HK\$513 million in October 2020, representing an increment of 11.0% and 17.5% respectively. The Monthly Number of Unique Customers reached 530,000 with Monthly Active Users (App only) maintained at around 1.5 million in October 2021.

On 27 October 2021, HKTVMall had the grand opening of its first HKTVMall Supermarket in the Tseung Kwan O District, carrying over 3,000 product choices. The primary purposes of this “mega store” are to serve residential households in the Tseung Kwan O District from offline to online from the following perspectives:

1. Offline to online conversion: use groceries and supermarket products as the entrance point to connect offline consumers to over 700,000 product choices at our HKTVmall online platform;
2. Express delivery service: offer an extensive supermarket product assortment fulfilled by our express delivery service - HKTVexpress to satisfy a growing consumer group on “Quick Commerce”;
3. Additional order pick up fulfilment option in the Tseung Kwan O District.

The Group shall continue to monitor and evaluate the sales and operational performance of this store to refine the future direction and strategy of HKTVmall Supermarket.

(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 October 2021 is summarised as below:

	In the month of			Change in Percentage	
	October 2021	September 2021	October 2020	October 2021 vs September 2021	October 2021 vs October 2020
Average daily order number (rounded to the nearest hundred)	41,700	40,400	35,600	3.2%	17.1%
Average order value (rounded to the nearest dollar)	HK\$467	HK\$448	HK\$465	4.2%	0.4%
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$19.4 million	HK\$18.1 million	HK\$16.5 million	7.2%	17.6%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$603 million	HK\$543 million	HK\$513 million	11.0%	17.5%

	In the month of		
	October 2021	September 2021	October 2020
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	530,000	491,000	425,000

	In the month of		
	October 2021	September 2021	October 2020
Monthly Active Users ⁱⁱ (rounded to the nearest thousand)			
App only:	1,511,000	1,594,000	1,464,000

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, 8 November 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.

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.