

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 September 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 September 2020.

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

	In the month of			Change in Percentage	
	September 2020	August 2020	September 2019	September 2020 vs August 2020	September 2020 vs September 2019
Average daily order number (rounded to the nearest hundred)	33,000	32,900	16,300	0.3%	102.5%
Average order value (rounded to the nearest dollar)	HK\$483	HK\$526	HK\$477	(8.2%)	1.3%
Average Daily Gross Merchandise Value (“ GMV ”) on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$15.9 million	HK\$17.3 million	HK\$7.8 million	(8.1%)	103.8%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$478 million	HK\$536 million	HK\$233 million	(10.8%)	105.2%
	In the month of				
	September 2020	August 2020	September 2019ⁱⁱ		
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	376,000	390,000	234,000		
	In the month of				
	September 2020	August 2020	September 2019		
Monthly Active Users ⁱⁱⁱ (rounded to the nearest thousand)					
App only:	1,378,000	1,488,000	840,000		
Web only:	1,507,000	1,520,000	543,000		

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, 6 October 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 Chief Executive Officer), Ms. Wong Nga Lai, Alice (Chief Financial Officer), Mr. Lau Chi Kong (Chief Operating Officer) and Ms. Zhou Huijing (Managing Director of Shopping and eCommerce) 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.