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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 September 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 September 2021.

(1) eCommerce Business Update

Similar to past years, September is usually a relatively slow month at HKTVMmall with flat or even dropped performance as compared with August and October. In particular for this year, the consumer market was expecting the second disbursement under the Consumption Voucher Scheme in October 2021, and hence some of the consumers had controlled their spending, such as on gadgets and electronics, home appliances, housewares, and branded products, etc. during September 2021.

This momentum had also affected HKTVMmall’s sales performance in September 2021. Nevertheless, on a year-on-year basis as compared to September 2020, HKTVMmall’s sales performance in September 2021 still represented a decent growth by 13.6% in Gross Merchandise Value (“GMV”) on order intake¹ to HK\$543 million and 30.6% in monthly number of unique customers to 491,000.

(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 September 2021 is summarized as below:

	In the month of			Change in Percentage	
	September 2021	August 2021	September 2020	September 2021 vs August 2021	September 2021 vs September 2020
Average daily order number (rounded to the nearest hundred)	40,400	42,700	33,000	(5.4%)	22.4%
Average order value (rounded to the nearest dollar)	HK\$448	HK\$478	HK\$483	(6.3%)	(7.2%)
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$18.1 million	HK\$20.4 million	HK\$15.9 million	(11.3%)	13.8%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$543 million	HK\$633 million	HK\$478 million	(14.2%)	13.6%

	In the month of		
	September 2021	August 2021	September 2020
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	491,000	549,000	376,000

	In the month of		
	September 2021	August 2021	September 2020
Monthly Active Users ⁱⁱ (rounded to the nearest thousand)			
App only:	1,594,000	1,492,000	1,378,000

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 October 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.