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平均每日訂單破紀錄40,600張 HKTVmall勢維持香港網購市場領先地位 並全力發展方案及科技業務

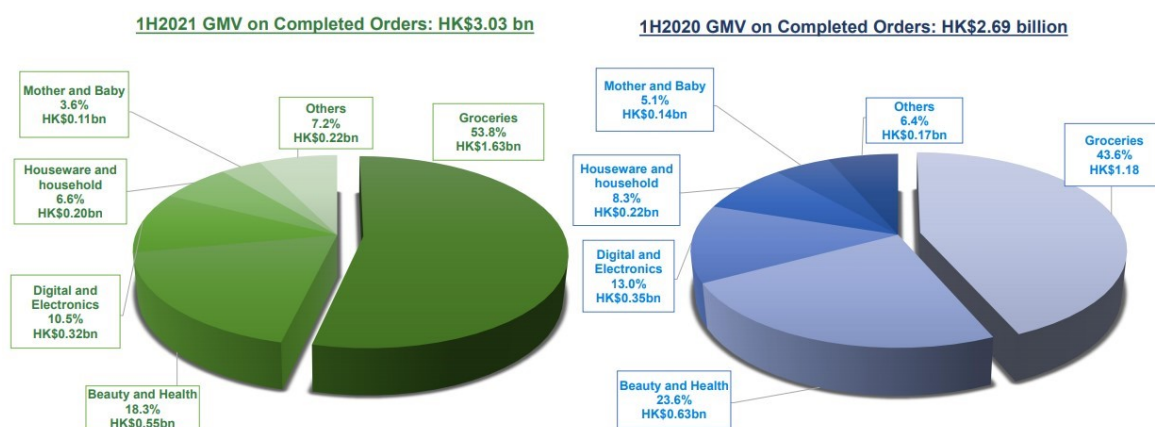
集團日前公佈 2021年中期業績，是集團連續第二個錄得盈利的中期業績。在電子商貿業務方面，各方面的成績亦維持高增長的水平，令人鼓舞：

- 2021年上半年的訂單總商品交易額為3,040,000,000港元，較去年同期增長10.7%
- 平均每日訂單量繼續維持增長，由2020年6月每日29,800張，增加至2021年6月每日36,500張；今年7月的訂單量更創新高至每日40,600張訂單
- 2021年上半年有896,000名獨立客戶於HKTVmall購物，較去年同期增長10.2%
- 2021年上半年是集團連續第二個錄得盈利的中期業績，錄得淨溢利95,800,000港元，2020年上半年則為93,000,000港元

Profitable Online Landlord Model – HK's Leading Online Shopping Mall

Complementary 1P and 3P Business Models

Growing grocery base for other product categories conversion along economic recovery over time



對於過去一年有不少企業加入電商市場，面對「競爭對手」，集團對HKTVmall更加充

滿信心；第一，更多遲來的競爭，代表商界業者改變舊有想法，認同香港消費者對網購的渴求和需要。但此類新加入的競爭者，仍然缺乏對香港電子商貿市場的認識；HKTVmall並不是單純一個應用程式，與競爭者最大的分別是，我們多年來累積的經驗、建立的大小銷售、數據分析、倉庫管理、執貨系統和派送團隊；這些基礎設施，為客戶提供由頭至尾的端對端服務，是一個整體和完美的消費體驗。

更重要的是，成熟的團隊展現我們的決心和執行力。集團管理層深信，在未出現有一位有決心的投資者肯投入數以十億去建設一個網購基礎設施之前，HKTVmall會繼續維持香港網購市場的領導地位。

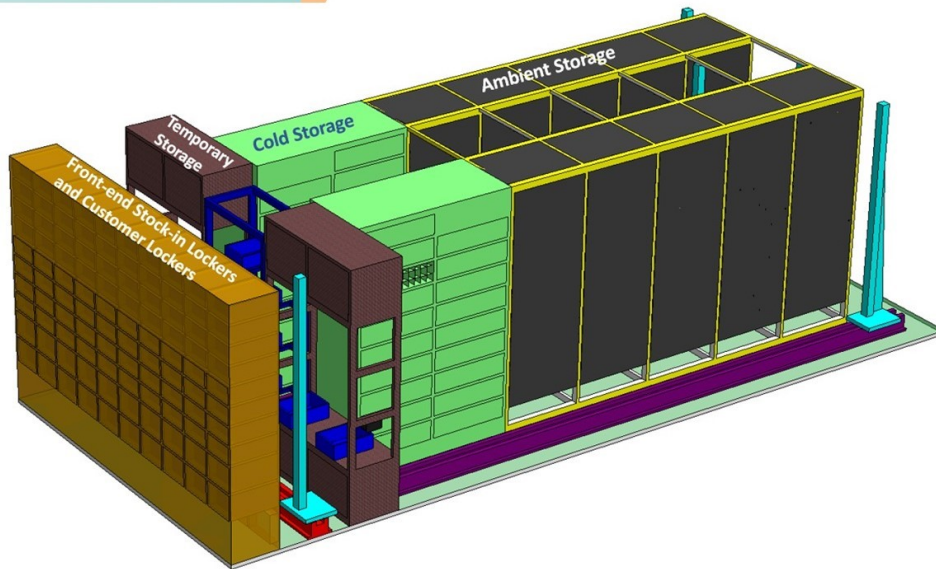
One system, multiple shopping malls



集團於本年7月正式更改為「香港科技探索有限公司」，新名稱包含「科技」和「探索」，這兩大元素正正推動集團未來的發展方向。

HKTVmall與集團內肩負科技推動角色的Shoalter產生互相輔助、互相支持的作用。Shoalter首個香港方案業務，由I.T營運的大型網上購物商場「EASE」，定位與HKTVmall不同，主力以不同的品牌及零售商吸納客戶，為香港消費者帶來更多產品選擇及體驗。現時已有數百個商戶落實加盟，預計於本年第四季正式推出，HKTVmall會全力支援EASE的發展，日後更會進一步加設分流客戶的功能。

Unmanned Store



另外，集團已於8月4日就「自動化零售店及系統」提交首個香港標準專利申請。這項系統的獨特之處是透過集團於網上購物商場平台配送流程的豐富知識及經驗，加上先進的機器技術、自行設計的機器組件及軟件等尖端科技而發明。我們這個自動化零售店及系統有其與眾不同之處，是整個消費者落單、出貨到消費者手上以致補貨入商店的流程，均無需人工服務。整套機器會盡用店舖面積和高度空間，存放更多商品，售賣不同尺寸、形狀、重量和溫度的商品。「自動化零售店及系統」計劃於2022年上半年推出試行計劃，並於同年將會正式推出市場，首要目標為經濟發達國家，例如歐洲和美加等國家。

First oversea project - Indonesia



Health & wellness marketplace

- Kalbe Farma Tbk, founded in 1966, and is the leading pharmaceutical company publicly listed in Indonesia
- Annual sales of USD 1.6b in 2020 and market cap of USD 4.5b as of June 2021
- Establish an ecommerce platform with 3rd party seller capabilities
- Potential expansion to other SEA countries & Taiwan

我們亦於8月23日公佈了與一間印尼極具規模的醫療集團PTKalbe的附屬公司，簽定股份認購協議，利用我們的網購平台技術及軟件系統，發展印尼的網購商場和為其他東南亞國家的潛在商機設立框架，專注售賣健康護理和保健產品。PTKalbe是一間於印尼交易所上市的公司，歷史悠久並從事藥物製劑的開發、製造和貿易，包括藥品和

保健消費品，2020年營業額高達16億美元。與他們此次合作，標誌着Shoalter將會倚靠現有成熟的網購商場技術，配合其他行業的專長，在各行各業、世界各地，繼續尋找更多不同的發展機遇。

集團感謝前線後勤員工的努力付出，更感激一眾商戶、投資者及廣大客戶群的支持與信賴！未來我們仍會堅守信念，以科技去提升香港人的生活質素，積極推動香港以至全球電子商貿邁步向前。

有關集團2021年中期業績的詳情，請[按此](#)參閱公告。



Record High 40,600 Average Daily Order HKTVMall Maintains Its Leading Position in HK eCommerce Market

Fully Devoted to Developing Solution & Technology Business

HKTVM announced interim results 2021 which is not only the second consecutive profitable interim period, but also had encouraging performance in the following aspects:

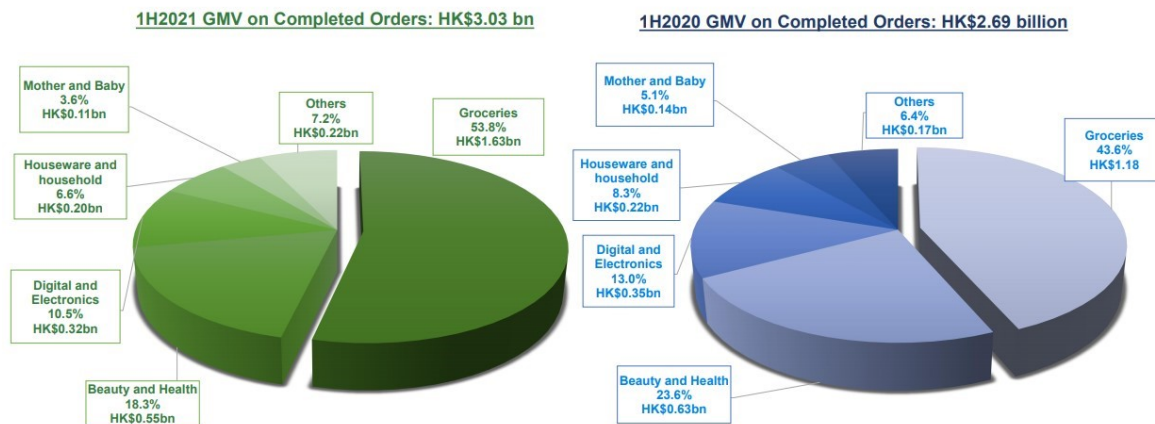
- GMV on order intake in 1H2021 of HK\$3,040.0 million a growth of 10.7% relative to 1H2020;
- On average daily order number, the growth momentum was maintained at an average daily order number from 29,800 in June 2020, to 36,500 in June 2021, and subsequently even achieved a record high in July 2021 of 40,600 orders per day;

- We had a growth of 10.2% from 1H2020 to 896,000 unique customers who made purchases at HKTVmall
- 1H2021 is the second profitable interim period of the Group, with net profit amounted to HK\$95.8 million versus HK\$93.0 million in 1H2020

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Over the past year, the number of online shopping platform surged. In the face of competition, the management of the Group remains confident. First, the more these late comers join the race, the more this confirms that the industry has changed their original mindsets and recognized consumer desire and needs for online shopping. However, these new competitors lack understanding towards Hong Kong eCommerce market. HKTVmall is not just an App. Its major difference stems from our accumulated experiences over the past years, the established systems, be it large or small, on sales, data analysis, warehouse management and picking, as well as our delivery team. These infrastructures provide end-to-end services to our customers, which represent an overall and perfect shopping experience.

Most importantly, the mature team demonstrates our determination and power of execution. The management of the Group strongly believes that, until the emergence of a very serious investor who is willing to invest billions of dollars to build an infrastructure for online shopping, HKTVmall will maintain its leading position in Hong Kong eCommerce market.

One system, multiple shopping malls



HK Merchant can use single merchant portal for

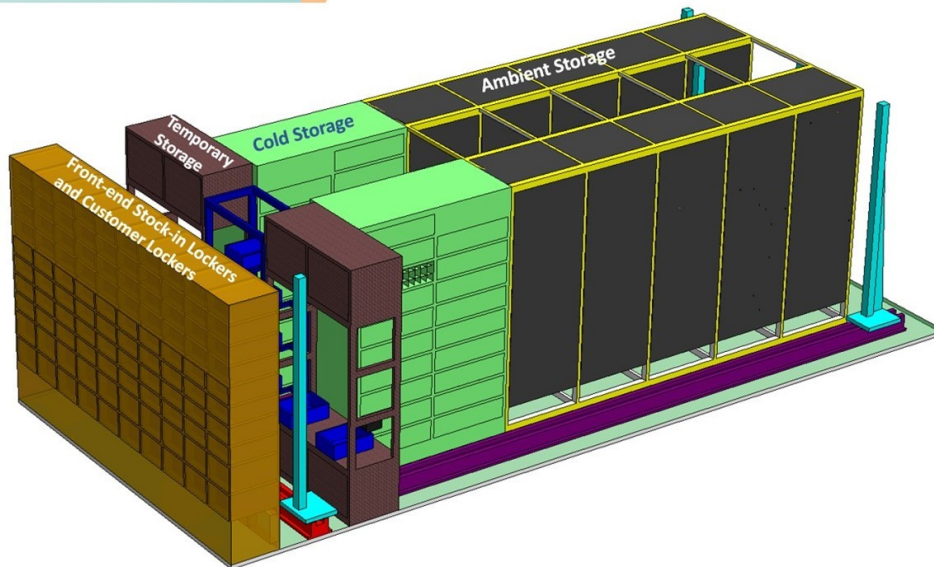
- Manage product portfolio
- Update product information
- Inventory management

Single inventory pool to serve all shopping malls, with allocation programmed

The name of the Group has been changed to “Hong Kong Technology Venture Company Limited” in July this year. The new name consists of “technology” and “venture”, which are exactly the two major elements instrumental to fostering the Group’s future development direction.

HKTVMall makes joint efforts with the Group’s technology enabler, Shoalter Technology Limited (“Shoalter”), to create synergy and mutual support. The first solution business of Shoalter, which operated by I.T, this large online shopping mall “EASE” will embrace different market positions with HKTVMall, aiming to attract customers with different merchants and retailers, bringing more product choices and different experiences to customers. Hundreds of HKTVMall merchants have signed up EASE already, targeting to do formal launch in Q4 this year. HKTVMall will continue to devote full efforts to support EASE, and will enable traffic diversion at a later stage.

Unmanned Store



Besides, for the “Automated Retail Store and System”, the Group has submitted its first Hong Kong standard patent application on 4 August 2021. The uniqueness of this project is to utilize cutting-edge technologies invented based on the Group’s extensive experience and knowhow of our online shopping mall platform’s fulfilment flow, combined with state-of-the-art robotics, self-designed machineries and software. The differentiating part of our Automated Retail Store and System lies in its entirely automated selling and fulfilment flow in an offline retail shop including order taking, stock out and inventory replenishment process such that no human service is required in the internal operations. The machine will fully utilize store floor space to store multi-temperature products in various sizes, shapes and weight. We expect to have a trial launch in the first half of 2022, and commercial launch will take place in the same year with primary target at developed countries such as Europe, the U.S. and Canada.

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On 23 August 2021, we have announced that we have entered into a share subscription agreement with PT Kalbe's subsidiaries, the leading pharmaceutical company in Indonesia, to utilize our online shopping platform technology and software system to develop online shopping mall in Indonesia and set the framework for potential opportunities in other Southeast Asia countries, focusing on the selling of healthcare and wellness products. PT Kalbe is a company listed in Indonesia Stock Exchange with long history, which is engaged in the development, manufacturing and trading of pharmaceutical preparation including medicines and consumer health products, with annual sales turnover in 2020 reached US\$1.6 billion. This collaboration signifies that Shoalter will combine its mature online shopping mall technologies with the expertise from other industries to explore different development opportunities from different industries across the world.

We sincerely thank all Talents for the great efforts, as well as the support and trust from our dear merchant partners, investors and customers. In future, we will stick to our beliefs and make use of technology to improve the quality of life of Hong Kong people, as well as promote the development of e-commerce in Hong Kong and all over the world.

Please [CLICK HERE](#) for details of HKTV interim results 2021.

HKTV mall[™]
YouGov[®] Recommend
Rankings 2021
in Hong Kong

Ranked No. **2**

Source: YouGov BrandIndex

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