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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 July 2022**

The board of directors of Hong Kong Technology Venture Company Limited (“**Company**” and together with its subsidiaries, “**Group**”) (“**Board**”) is pleased to announce certain business update and the unaudited operational information for July 2022 of the Group.

**(1) eCommerce Business Update**

HKTVMall continued to maintain a stable business performance in July 2022 despite the vulnerable consumer sentiment and economy caused by the uncertain COVID-19 condition:

1. Average Daily GMV on Order Intake<sup>i</sup> maintained at HK\$20.4 million (June 2022: HK\$20.5 million); and
2. Average Daily Order Number had a slight increase to 47,400 orders (June 2022: 46,400 orders).

**(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 July 2022 is summarised as below:**

	In the month of			Change in Percentage	
	July 2022	June 2022	July 2021	July 2022 vs June 2022	July 2022 vs July 2021
Average daily order number (rounded to the nearest hundred)	47,400	46,400	40,600	2.2%	16.7%
Average order value (rounded to the nearest dollar)	HK\$430	HK\$442	HK\$450	(2.7%)	(4.4%)

Average Daily GMV on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$20.4 million	HK\$20.5 million	HK\$18.3 million	(0.5%)	11.5%
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$631 million	HK\$616 million	HK\$566 million	2.4%	11.5%

	In the month of		
	July 2022	June 2022	July 2021
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	533,000	514,000	482,000
	In the month of		
	July 2022	June 2022	July 2021
Monthly Active App Users <sup>ii</sup> (rounded to the nearest thousand)	1,467,000	1,457,000	1,448,000

**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 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, 10 August 2022

*As at the date of this announcement, the Board comprises:*

*Executive Directors:*

*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 and Company Secretary)*

*Mr. Lau Chi Kong (Chief Executive Officer (International Business))*

*Ms. Zhou Huijing (Chief Executive Officer (Hong Kong))*

*Independent Non-executive Directors:*

*Mr. Lee Hon Ying, John*

*Mr. Peh Jefferson Tun Lu*

*Mr. Mak Wing Sum, Alvin*

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*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 App 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 users could be overlapping if the user re-installs HKTVmall Main App or Lite App on the same device or amends the advertising ID of its device, or uses multiple devices, or uses both HKTVmall Main App and Lite 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.