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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 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 October 2022 of the Group.

**(1) eCommerce Business Update**

The second HKTVMmall Thankful Festival in 2022 was starting from 18 October to 16 November 2022. Boosted by various effective promotional offers during the period, such as Store Days and Weekly Special Offer, etc., HKTVMmall’s business performance continued to maintain its growth momentum in October 2022 with average daily Gross Merchandise Value (“**GMV**”) on order intake<sup>1</sup> reaching HK\$22.4 million per day (September 2022: HK\$22.2 million per day), despite the relaxation of various social distancing measures during the month and the continued weak consumer consumption sentiment. Moreover, on year-to-year basis, this month’s average daily GMV on order intake represented an 15.5% growth comparing to October 2021 of HK\$19.4 million per day.

Furthermore, HKTVMmall hit its second record high on number of unique customers who made purchases at HKTVMmall in October 2022 reaching 574,000, while the highest record is 582,000 in February 2022 under the outbreak of the 5<sup>th</sup> wave of COVID-19 pandemic.

**(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 2022 is summarised as below:**

	In the month of			Change in Percentage	
	October 2022	September 2022	October 2021	October 2022 vs September 2022	October 2022 vs October 2021
Average daily order number (rounded to the nearest hundred)	51,400	50,800	41,700	1.2%	23.3%
Average order value (rounded to the nearest dollar)	HK\$436	HK\$436	HK\$467	0.0%	(6.6%)
Average Daily GMV on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$22.4 million	HK\$22.2 million	HK\$19.4 million	0.9%	15.5%
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$695 million	HK\$665 million	HK\$603 million	4.5%	15.3%

	In the month of		
	October 2022	September 2022	October 2021
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	574,000	550,000	530,000
	In the month of		
	October 2022	September 2022	October 2021
Monthly Active App Users <sup>ii</sup> (rounded to the nearest thousand)	1,503,000	1,471,000	1,511,000

**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, 4 November 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.