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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 January 2023

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 January 2023 of the Group.

(1) eCommerce Business Update

As a result of the long-awaited easing of travel restrictions and the long public and school holiday effect from the Chinese New Year, the average daily Gross Merchandise Value (“**GMV**”) on order intakeⁱ had a year-on-year decrease by 4.9% to HK\$21.4 million per day in January 2023 (January 2022: HK\$22.5 million per day).

Nevertheless, certain key operational parameters in January 2023 have reflected the solid structural change on consumer behaviour, and we continue to expect the growing trend on the Group’s eCommerce Business in 2023:

1. Average order value remained stable at HK\$468 (December 2022: HK\$467);
2. Number of unique customers reached approximately 552,000;
3. Monthly Active App Usersⁱⁱ maintained at approximately 1.5 million.

Hong Kong, 6 February 2023

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

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 reinstalls 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.