

For Immediate Release

**"Wet Market Express" Brings the Actual Wet Markets Online  
Providing Fresh Food Products at "the Same Price as Wet Markets"  
First Launch of Flower Bouquet Delivery Service on Valentine's Day**

(Hong Kong, 13 February 2023) HKTVMall, the 24-hour online shopping mall under Hong Kong Technology Venture Company Limited (stock code: 1137), has expanded the coverage of its wet market express delivery service - "Wet Market Express" to 9 wet markets in the New Territories. In May 2023, it will further expand to wet markets in Kowloon, covering Kowloon Tong, Kowloon City, Kai Tak, Tai Kok Tsui, Cheung Sha Wan, etc. "Wet Market Express" not only provides fresh food purchasing services at "the same price as Wet Markets", but also provides diversified festival product selections, including fresh flower bouquet delivery service for Valentine's Day. We hope to attract new customer segments by expanding consumers' online shopping options to sustain HKTVMall's leading position in Hong Kong's eCommerce market.

With its leading infrastructure, customer base and successful experience, HKTVMall further expanded its quick commerce business in 2021 to provide customers with more convenient and speedy online shopping options. We spotted the changes in consumer behaviour and health concerns, which led to an increase in the demand for home cooking. Therefore, we have allocated resources to strengthen the development of wet market food express delivery by the end of 2022 with our own fleet to deliver orders, expanding our product categories to fresh food, making customers' online shopping experience at HKTVMall more complete.

Our professional "Wet Market Buyers" record the latest prices of fresh food in the wet markets every day, including fresh meat, seafood, vegetables, fruits, etc. and will update them on the "Wet Market Express" page of the HKTVMall app in real-time, striving to bring the actual wet markets online so that our customers can purchase fresh food at "the same price as wet markets" easily. Customers only need to place their orders before 4:30pm every day, then, HKTVMall's express delivery team will deliver the orders within as fast as 3 hours, to cater for customers' food needs for home cooking.

The latest developments of "Wet Market Express":

1. The service coverage has expanded to wet markets in Tai Wai and Shek Wu Hui, Sheung Shui. Together with Ma On Shan, Shatin, Tai Po, Tuen Mun, Tsuen Wan, Tseung Kwan O and Yuen Long, "Wet Market Express" is now covering 9 wet markets. We target to expand to 13 wet markets by the end of this year.
2. We are actively introducing a wide range of new products, including hairy crab sold in late 2022 and "New Year Poon Choi for two" sold in the Lunar New Year, which received great support

from customers. Therefore, we plan to launch more festivals or seasonal product selections in the future. Fresh flower bouquet delivery service for Valentine's Day will be launched, continuing to bring various types of products from physical stores to digital sales platforms with an innovative mindset.

3. To strengthen the promotion of the new service, we are currently offering special offers for new customers. Customers using "Wet Market Express" for the first time and placing an order that cost \$250 or above can enjoy a \$50 discount. In addition, there are "Vegetable Tuesday" and "Fruit Thursday" every week, offering vegetables and fruit options for as low as \$1. At the same time, we offer discounts on various fresh seafood combinations, such as "Swimming Pampano and Shrimp Combo" at only \$99, thereby encouraging consumers to switch from offline wet markets to online.

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#### **About HKTVmall**

HKTVmall is the largest 24-hour online shopping mall in Hong Kong and a wholly-owned subsidiary of Hong Kong Technology Venture Company Limited. HKTVmall provides one-stop-shop services including online shopping, marketing & digital advertising, big data analysis, smart logistics & fulfilment as well as physical O2O stores, and to transform all business operations, trading, retail, finance and daily life onto a single digital online platform to establish a unique digital ecosystem. For more information, visit [www.hktv.com.hk](http://www.hktv.com.hk).

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## Appendix

1. Our professional "Wet Market Buyers" record the latest prices of fresh food in the wet markets every day and update them on the "Wet Market Express" page of the HKTVMall app in real-time, striving to bring the actual wet markets online.



2. This year, "Wet Market Express" is launching a flower bouquet delivery service on Valentine's Day for the first time, covering flower shops in wet markets located in Tseung Kwan O, Sheung Shui, Yuen Long, Tai Po, Tsuen Wan and Tuen Mun. Except for the flower shop in Tai Po Market, which requires customers to place their orders one day before, the other flower shops provide customers with in-stock flower options to order that day. Customers only have to place the orders before 4:30 pm and HKTVMall's express delivery fleet will send the flower bouquet to the customers as fast as within 3 hours.



*Flower shop located in the wet market in TKO Gateway (Delivery service covers Clear Water Bay, The Hong Kong University of Science and Technology, LOHAS)*



*Flower shop in Tai Kiu Market, Yuen Long  
(Delivery service covers Tin Shui Wai, Fairview Park)*



*Flower shop in Tai Yuen Market, Tai Po  
(Delivery service covers Hong Lok Yuen, The Chinese University of Hong Kong, Tai Po Road)*



*Flower shop in Shek Wu Hui Market, Sheung Shui  
(Delivery service covers Fanling)*



*Flower shop located in the wet market in MOSTown  
(Delivery service covers Pak Shek Kok)*



*Flower shop in Yeung Uk Road Market, Tsuen Wan  
(Delivery service covers Tsing Yi, Kwai Fong)*



*Flower shop in San Hui Market, Tuen Mun  
(Delivery service covers Siu Lam, So Kwun Wat)*

3. To strengthen the promotion for “Wet Market Express”, we are currently offering new customers and other special offers to encourage consumers to switch from offline wet markets to online.

