

Immediate Release

**Launch of The First Physical UK Store by HKTVMall on Caine Road, Central
Enhanced Products Options With 200+ British Groceries Imported Directly From the UK
Offering Customers Grand Opening Gifts and Lucky Draw with Buy 2 10% Off Discount**

(Hong Kong, 19 April, 2023) HKTVMall, the 24-hour online shopping mall of Hong Kong Technology Venture Company Limited (stock code: 1137), launched its self-operated online store “UK Store by HKTVMall” last November and received overwhelming response from customers. To further grasp this opportunity, HKTVMall opened its first physical “UK Store by HKTVMall” on Caine Road, Central, offering over 200 British groceries, including snacks, drinking powders, breakfast foods, canned goods, cooking oils, spices, alcohol, etc. Most of the British products are directly imported from the United Kingdom to Hong Kong by our buying team. To achieve the goal of "British Taste, British Rate", prices are marked with reference to their local retail prices, bringing customers authentic British flavors without the hassle of travelling abroad.

HKTVMall is grateful that the grand opening of UK Store by HKTVMall was supported by British Consulate General Hong Kong with Mr. Chris Woodward, Director-General, Trade & Investment (Hong Kong & Macao) joining our opening ceremony. To celebrate the grand opening of the new physical UK Store by HKTVMall, we offer a series of limited offers:

- **On-site Shopping Promotion:** From now until 15 May, customers can enjoy 10% off discount for purchasing 2 British groceries at UK Store by HKTVMall, Central - Caine Road Shop
- **One-week Giveaway Promotion:** From now until 22 April, customers who visit at UK Store by HKTVMall, Central - Caine Road Shop and present their “Account QR code” in the HKTVMall app can redeem a freebie of selected British snacks or drinks without any purchases (while stocks last)
- **Lucky Draw:** From 23 April to 13 May, customers who pick up their orders in UK Store by HKTVMall, Central - Caine Road Shop will receive a scratch card to join our lucky draw, with a chance of winning HKTVMall’s e-coupon or other great prizes

To further promote British groceries and expand our product options, our O2O stores in Queensway Plaza, Admiralty and Olympian City, Tai Kok Tsui will soon be renovated into UK Store by HKTVMall, further enhancing the complementary relationship of our online and offline businesses, enhancing the exposure of our UK products to customers who may be less acquainted with overseas products.

-The End-



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.

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Appendix

- The opening ceremony of UK Store by HKTVMall on Caine Road, Central, was supported by British Consulate General Hong Kong with Mr. Chris Woodward, Director-General, Trade & Investment (Hong Kong & Macao) (the second gentleman from right) and Mr. Edward Chik, Head of Consumer & Retail (the first gentleman from right)



(From Right) Mr. Edward Chik, Head of Consumer & Retail, British Consulate General Hong Kong;
Mr. Chris Woodward, Director-General, Trade & Investment (Hong Kong & Macao), British Consulate General Hong Kong;
Bert Leung, Director of Operations, HKTVMall;
Simon Tang, General Manager – Merchant Relationship, HKTVMall;
and Subie Wong, Associate Director (eCommerce Marketing), HKTVMall

- The first physical UK Store by HKTVmall on Caine Road, Central offers over 200 British groceries, including snacks, drinking powders, breakfast foods, canned goods, cooking oils, spices, alcohol, etc., with prices based on local market prices in the UK, in order to achieve the goal of "British Taste, British Rate".





UK Store
by HKTVMall

Grand Opening
隆重開張

UK Store by HKTVMall
Caine Road, Central 中環堅道店

Buy 2 **10% OFF**
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