



For Immediate Release

**Grand Launch of New HKTVLIVE Offering 100 Live Channels Throughout the Day  
Connecting With International Personal Shoppers  
Exploring Hot Shopping Destinations & Worldwide Products**

(Hong Kong, 11 May 2023) HKTVMall, the 24-hour online shopping mall of Hong Kong Technology Venture Company Limited (HKTVM) (stock code: 1137), announced the grand launch of the new “HKTVLIVE”. With brand-new functions in the live system, it supports 70 concurrent live channels on the HKTVMall app in the first phase and will gradually extend to 100 channels. The new service received overwhelming support from merchants with registrations from over 150 merchants and brands, covering health products, personal care, skincare & makeup, home appliances, mother & baby products, fashion, jewellery and accessories, supermarket groceries, etc. Additionally, the cross-border personal shopping platform, Everuts, launched by Offbeat Technology Hong Kong Limited, an HKTVM Group’s subsidiary, will also connect international personal shoppers – Exploruts around the world through HKTVLIVE by hosting live shows in various hot shopping destinations in 8 different countries, introducing must-buy local products to their customers.

The new HKTVLIVE provides a non-stop live service, allowing merchants to start live selling anytime and anywhere 24 hours a day, 7 days a week, according to their operation strategies. To celebrate the grand launch of HKTVLIVE, there will be a wide range of live shows and hot offers on the 11<sup>th</sup> of May:

1. Several famous brands and merchants will host live shows at different times, providing all-round surprising offers as low as 80% off. For the details of the live shows, please refer to the appendix;
2. Customers will be entitled to an extra 10% Mall Dollar rebate for placing orders in the selected live shows with a rebate limit of \$200 for each product.

Everuts, the one-stop-shop cross-border personal shopping platform, connects customers with international personal shoppers – Exploruts, enabling customers to shop, place orders, consolidate orders, and manage their pick-ups, all within a single platform. Exploruts will host live shows in 8 different countries, including Japan, Korea, Thailand, the United Kingdom, Canada, France, the Netherlands, and Australia, to kickstart the online shopping journey around the world. Hot spots for hosting these live shows include Galeries Lafayette Haussmann in France, Dongdaemun wholesale market in Korea, second-handed brand boutiques in Tokyo, Japan, Japanese lifestyle department store TOKYU HANDS, Canadian fragrance and body care products brand Bath & Body Works, Thailand’s department store Maya Mall, etc. Exploruts will introduce various must-buy products ranging from luxury brands, to local niche brands, all over the world to our customers. In the first month of the live shows, customers can purchase local products at local prices, enjoying a personal purchasing service with free international and domestic shipment costs, so that customers can purchase their favourite products at local prices without physically going overseas.

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## Appendix

### Fascinating HKTVMall Live schedule on 11 May (Thursday)

Time	Brand	Surprising Discount Offers
16:00 - 17:00	Cook Cook Land	<ol style="list-style-type: none"> <li>1. French Quail Thigh 250g (Live Show Price \$98 / Original Price \$188)</li> <li>2. US Prime Mini Steak 300g (Live Show Price \$128 / Original Price \$188)</li> </ol>
16:00 - 17:00	Mother Court   Pre/Post Maternity & Baby Caring	<ol style="list-style-type: none"> <li>1. Germany ABC Design Samba (Live Show Price \$2,490 / Original Price \$5,480) &amp; Free Carrycot (value \$2,490)</li> <li>2. Germany ABC Design Zephair (Live Shows Price \$2,988 / Original Price \$3,835) with Free 3-piece set of outing supplies</li> </ol>
16:00 - 17:00	Manna Organic Shop	<ol style="list-style-type: none"> <li>1. Bragg Org. Apple Cider Vinegar 32oz x 6pcs (Live Show Price \$355 / Original Price \$576)</li> <li>2. Real Coconut Water – 24 bottles (Live Show Price \$228 / Original Price \$360)</li> </ol>
18:00 - 19:00	Everuts – Boots in Thailand	<ol style="list-style-type: none"> <li>1. Buy 1 Get 1 Free for No7 Skincare Set</li> </ol>
19:00 - 20:00	CATALO	<ol style="list-style-type: none"> <li>1. Ultra Strength NMN 30000 Youth Rejuvenator 120ct (Live Show Price \$2,950 / Original Price \$3,680)</li> <li>2. Bilberry EyeBright Extract (Plus Lutein) 60 Capsules &amp; FlexJoint™ HSC Collagen 160g Set (Live Show Price \$825 / Original Price \$1,036)</li> </ol>
19:00 - 20:00	OLENS	<ol style="list-style-type: none"> <li>1. VIVIRING 1 DAY COLORED CONTACT LENS (10PCS) – 3 packs – free combination (Live Show Price \$277 / Original Price \$474)</li> <li>2. VIVIRING 1 MONTH COLORED CONTACT LENS (2PCS) – Buy 1 Get 1 Free (Live Show Price \$165 / Original Price \$276)</li> <li>3. Free Shipment</li> </ol>
19:00 - 20:00	TITAN	<ol style="list-style-type: none"> <li>1. Bamboo Chopping Board Set (Live Show Price \$423 / Original Price \$706)</li> <li>2. 9752N Set (Live Show Price \$499 / Original Price \$1,204)</li> <li>3. Free Shipment</li> </ol>
19:00 - 20:00	AUSupreme	<ol style="list-style-type: none"> <li>1. Evening Primrose Oil 300's (Live Show Price \$742.5 / Original Price \$1,090)</li> <li>2. Super Eye Care 10000 (Extra Strength) 30's (Live Show Price \$490 / Original Price \$590)</li> </ol>
20:00 - 22:00	Everuts – second-handed boutiques in Tokyo	<ol style="list-style-type: none"> <li>1. Second-handed LV bags at as low as \$4,000</li> </ol>
20:00 - 21:00	MILAN STATION	<ol style="list-style-type: none"> <li>1. Chanel AS3979 Mini Flag Bag (Live Show Price \$48,000)</li> <li>2. Chanel AP2199 Vanity Case (Live Show Price \$29,000)</li> </ol>
21:00 - 22:00	MOMAX Official Flagship Store	<ol style="list-style-type: none"> <li>1. ONEPLUG 11-Outlet Power Strip With USB (Live Show Price \$198)</li> <li>2. PinTag Find My GPS Tracker with Ring Case (Live Show Price \$138)</li> </ol>
21:00 - 22:00	THANN	<ol style="list-style-type: none"> <li>1. Aromatic Wood Hand Lotion 250ml (Live Show Price \$109 / Original Price \$200)</li> <li>2. B. Duck Electric Diffuser (Live Show Price \$429 / Original Price \$2,060)</li> </ol>



The advertisement features a central smartphone displaying a live stream of a woman in a yellow top and blue pants. Surrounding the phone are various illustrated scenes: a man with a blender, a woman with earrings, a woman with a handbag, a man with a jacket, a woman with a shopping bag, and a man with a shopping bag. The background is a warm yellow with abstract shapes. The Everuts logo is in the top left, and the HKTv Live logo is at the bottom center.

**EVERUTS**  
現已登陸

**HKTv Live**  
直播購物台  
LIVE 🔍

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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 (SEHK: 1137). 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 operation, 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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