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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 May 2023**

The board of directors (“**Board**”) of Hong Kong Technology Venture Company Limited (“**Company**” and together with its subsidiaries, “**Group**”) is pleased to announce certain business update and the unaudited operational information of the Group for May 2023.

**(1) eCommerce Business Update**

Benefited from the May Thankful Festival held during the period, HKTVMall achieved a remarkable operational performance in May 2023, particularly on:

- (a) Average Daily Gross Merchandise Value (“**GMV**”) on Order Intake<sup>i</sup> reached HK\$23.1 million (April 2023: HK\$21.7 million); and
- (b) Number of unique customers who made purchases at HKTVMall reached 586,000 customers (April 2023: 562,000).

As a result, the total GMV on Order Intake in May 2023 reached HK\$717 million, a month-to-month growth by 10.5% comparing to April 2023.

- (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 and New Ventures) for May 2023 is summarised as below:**

	In the month of			Change in Percentage	
	May 2023	April 2023	May 2022	May 2023 vs April 2023	May 2023 vs May 2022
Average daily order number (rounded to the nearest hundred)	49,100	48,100	45,800	2.1%	7.2%
Average order value (rounded to the nearest dollar)	HK\$471	HK\$450	HK\$431	4.7%	9.3%
Average Daily GMV on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$23.1 million	HK\$21.7 million	HK\$19.8 million	6.5%	16.7%
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$717 million	HK\$649 million	HK\$613 million	10.5%	17.0%

	In the month of		
	May 2023	April 2023	May 2022
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	586,000	562,000	516,000

  

	In the month of		
	May 2023	April 2023	May 2022
Monthly Active App Users <sup>ii</sup> (rounded to the nearest thousand)	1,591,000	1,531,000	1,505,000

**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 sales 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, 8 June 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.