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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 June 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 June 2023.

(1) eCommerce Business Update

The momentum from the successful end of the Thankful Festival in May 2023 continued and brought a stable operational performance in June 2023:

- (a) Average Daily Gross Merchandise Value (“**GMV**”) on Order Intakeⁱ reached HK\$22.9 million (May 2023: HK\$23.1 million); and
- (b) Number of Unique Customers who made purchases at HKTVmall reached 575,000 customers (May 2023: 586,000).

Comparing to June 2022, the operational performance has improved, such as the Average Daily GMV on Order Intake has increased by 11.7% and the Number of Unique Customers who made purchases at HKTVmall has increased by approximately 61,000. This is another solid confirmation on structural change of consumer behaviour over time.

(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 June 2023 is summarised as below:**

	In the month of			Change in Percentage	
	June 2023	May 2023	June 2022	June 2023 vs May 2023	June 2023 vs June 2022
Average daily order number (rounded to the nearest hundred)	49,300	49,100	46,400	0.4%	6.3%
Average order value (rounded to the nearest dollar)	HK\$464	HK\$471	HK\$442	(1.5%)	5.0%
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$22.9 million	HK\$23.1 million	HK\$20.5 million	(0.9%)	11.7%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$686 million	HK\$717 million	HK\$616 million	(4.3%)	11.4%

	In the month of		
	June 2023	May 2023	June 2022
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	575,000	586,000	514,000

	In the month of		
	June 2023	May 2023	June 2022
Monthly Active App Users ⁱⁱ (rounded to the nearest thousand)	1,581,000	1,591,000	1,457,000

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, 6 July 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.