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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 July 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 July 2023.

**(1) eCommerce Business Update**

Despite the onset of the summer travelling season, the operational performance of HKTVMall exhibited a commendable stability in the month of July 2023. Average Daily Gross Merchandise Value (“**GMV**”) on Order Intake<sup>i</sup> maintained at HK\$22.9 million (June 2023: HK\$22.9 million).

Furthermore, benefited from the distribution of the second instalment of the 2023 Consumption Voucher Scheme by the government in mid-July 2023 and leveraging targeted promotional campaigns such as Summer Toys and Books Fair, Houseware Jetso and regular 3-day Jetsosales, HKTVMall achieved a notable growth in new and recurring user traffic. These initiatives have enlarged the digital foundation for expanding the customer wallet and driving continued business expansion at HKTVMall:

(a) Number of Unique Customers who made purchases at HKTVMall reached 598,000 customers (June 2023: 575,000); and

(b) Monthly Active App Users<sup>ii</sup> reached 1.65 million users (June 2023: 1.58 million).

(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 July 2023 is summarised as below:**

	In the month of			Change in Percentage	
	July 2023	June 2023	July 2022	July 2023 vs June 2023	July 2023 vs July 2022
Average daily order number (rounded to the nearest hundred)	49,900	49,300	47,400	1.2%	5.3%
Average order value (rounded to the nearest dollar)	HK\$458	HK\$464	HK\$430	(1.3%)	6.6%
Average Daily GMV on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$22.9 million	HK\$22.9 million	HK\$20.4 million	-	12.3
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$708 million	HK\$686 million	HK\$631 million	3.2%	12.2%

	In the month of		
	July 2023	June 2023	July 2022
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	598,000	575,000	533,000

	In the month of		
	July 2023	June 2023	July 2022
Monthly Active App Users <sup>ii</sup> (rounded to the nearest thousand)	1,650,000	1,581,000	1,467,000

**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, 7 August 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.