

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 April 2024

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 unaudited operational information for April 2024.

(1) Hong Kong Ecommerce Business Update

Similar to February 2024, the business and operational performance in April 2024 were impacted by the extended holiday period due to Easter and Ching Ming Festival. As a result, the aggregated Average Daily Gross Merchandise Value (“**GMV**”) on Order Intakeⁱ for the Hong Kong Ecommerce Business experienced a slight month-to-month decrease of 2.3%, amounting to HK\$21.6 million (March 2024: HK\$22.1 million).

However, despite these challenges, we were able to maintain a stable number of unique customers approximately at 594,000 (March 2024: approximately 609,000). Additionally, our Monthly Active App Usersⁱⁱ reached approximately 1.63 million (March 2024: approximately 1.65 million), demonstrating a consistent level of engagement and usage of our mobile application.

(2) The unaudited operational information of the Group's Hong Kong Ecommerce business (excluding the sales of HKTVmall cash vouchers) for April 2024 is summarised as below:

	April 2024	In the month of		Change in Percentage	
		March 2024	April ⁱⁱⁱ 2023	April 2024 vs March 2024	April 2024 vs April 2023
Hong Kong Ecommerce business					
Average daily order number (rounded to the nearest hundred)	50,300	50,100	47,800 (restated)	0.4%	5.2%
Average order value (rounded to the nearest dollar)	HK\$429	HK\$441	HK\$451	(2.7%)	(4.9%)
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$21.6 million	HK\$22.1 million	HK\$21.5 million	(2.3%)	0.5%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$648 million	HK\$684 million	HK\$646 million	(5.3%)	0.3%
	April 2024	March 2024 ⁱⁱⁱ (restated)	Feb 2024 ⁱⁱⁱ (restated)	Jan 2024 ⁱⁱⁱ (restated)	April 2023 ⁱⁱⁱ (restated)
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	594,000	609,000	587,000	623,000	560,000
	April 2024	In the month of March 2024		April 2023	
Monthly Active HKTVmall App Users ⁱⁱ (rounded to the nearest thousand)	1,627,000	1,651,000		1,531,000	

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, 10 May 2024

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

Mr. Ann Yu Chiu Andy

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.
- iii. As disclosed in the Annual Results for the year ended 31 December 2023 dated 27 March 2024, to better reflect the segment performance according to the service nature, allocation of resources and performance assessment of the lines of business, the management has updated the composition of the Hong Kong Ecommerce business segment and New Ventures and Technology business segment. The Hong Kong Ecommerce business segment represents the online shopping platform and offline business of HKTVmall including 3PL service and ThePlace. New Ventures and Technology business segment mainly includes Wet Market Express, Everuts, Fully Automated Retail Store and System, and Life Science project. In this regard, certain historical operational data is restated to reflect for the above changes.