



HKTVmall Set Up “Green Outlet”

HKTVmall has set up “Green Outlet” at the some O2O stores, selling nearly expired products, products that have passed the “best before” date, and products with minor packaging damage at discounted prices.

Apart from O2O outlets, HKTVmall also launched “Green Market” online, selling products with the best before date within 14 - 60 days.

Marking at a discounted price, HKTVmall hopes to provide incentives to encourage customers to consider purchasing these products that are still safe to use or consume but with minor flaws, to reduce wastage and further contribute to environmental protection and practise a sustainable lifestyle.