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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 2025

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 July 2025.

(1) Business Update

The Group’s Hong Kong Ecommerce Business maintained a stable performance in July 2025 comparing to June 2025.

1. The Average Daily GMV on Order Intakeⁱ remained steady at HK\$21.8 million in both July and June 2025, resulting in a Monthly GMV on Order Intake of HK\$675 million (June 2025: HK\$653 million). This reflects continued resilience in local consumer engagement at the Group’s Hong Kong Ecommerce Business. However, on a year-on-year basis, both the Average Daily GMV on Order Intake and Monthly GMV on Order Intake in July 2025 declined by 3.5% and 3.6% respectively, indicating the ongoing outbound travel pressures impacting the overall retail landscape in Hong Kong.
2. The number of unique customers increased by 0.7% to 605,000 customers (June 2025: 601,000 customers), though it decreased by 1.6% comparing to 615,000 customers in July 2024, which also reflects the persisting year-on-year outbound travel pressures.

(2) The unaudited operational information of the Group's Hong Kong Ecommerce business (excluding the sales of HKTVmall cash vouchers) for July 2025 is summarised as below:

	In the month of			Change in Percentage	
	July 2025	June 2025	July 2024	July 2025 vs June 2025	July 2025 vs July 2024
<u>Hong Kong Ecommerce business</u>					
Average daily order number (rounded to the nearest hundred)	47,900	48,200	49,900	(0.6%)	(4.0%)
Average order value (rounded to the nearest dollar)	HK\$455	HK\$451	HK\$452	0.9%	0.7%
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$21.8 million	HK\$21.8 million	HK\$22.6 million	-	(3.5%)
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$675 million	HK\$653 million	HK\$700 million	3.4%	(3.6%)

	In the month of		
	July 2025	June 2025	July 2024
Number of unique customers (rounded to the nearest thousand)	605,000	601,000	615,000
	In the month of		
	July 2025 ⁱⁱ	June 2025	July 2024
Monthly Active Unique Device ⁱⁱ	1,477,000	NA	NA
Monthly Active HKTVmall App Users ⁱⁱⁱ (rounded to the nearest thousand)	NA	1,591,000	1,634,000

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, 15 August 2025

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. Effective from 1 July 2025, HKTVmall adopted a new internal data collection tool built on an open source solution to collect data on the number of active unique devices using HKTVmall Main App. The purpose of the change is to enhance data protection regarding user data and to improve the verifiability of the computation methods and basis for the collected data. Data on unique device is extracted from our internal system and rounded to the nearest thousand. Data is collected based on the Universally Unique Identifier ("UUID") of each device, which could be overlapping if a user reinstalls HKTVmall Main App on the same device or uses multiple devices.

"Active unique device" is defined as the number of distinct devices' UUIDs that engaged with HKTVmall Main App within the specified date range with a visiting duration of more than 10 seconds, more than one page view, or at least one purchase made at HKTVmall Main App. These data are unaudited and are not indicative of the Company's business performance, financial condition or growth prospect. Readers should not place reliance on these data.
- iii. 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. According to Google Analytics 4 ("GA4"), "Active users" is defined as the number of unique users who engaged with your site or app in the

specified date range and the engaged session refers to sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views. 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. This data is no longer disclosed from 1 July 2025 onward due to the adoption of Monthly Active Unique Device as mentioned in note ii above.