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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 March 2026

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 March 2026.

(1) Business Update

The Hong Kong Ecommerce Business showed stable performance in March 2026 following the post-Chinese New Year (“**CNY**”) moderation in February. Average Daily Gross Merchandise Value (“**GMV**”) on Order Intakeⁱ remained at HK\$22.0 million (February 2026: HK\$22.0 million), resulting in a monthly GMV on Order Intake of HK\$681 million (February 2026: HK\$615 million). Consumer engagement continued to strengthen:

1. Number of unique customers rose by 9.8% to record high of 647,000 in March 2026 comparing to February 2026 and 8.0% year-on-year; and
2. Monthly Active Unique Devices increased 5.8% month-to-month reaching 1,576,000 (February 2026: 1,490,000).

The recovery in consumer metrics reflects gradual normalisation of consumption patterns after the extended CNY holiday period.

(2) The unaudited operational information of the Group's Hong Kong Ecommerce business (excluding the sales of HKTVmall cash vouchers) for March 2026 is summarised as below:

	March 2026	In the month of		March 2025	Change in Percentage	
		February 2026 (restated)	January 2026 (restated)		March 2026 vs February 2026	March 2026 vs March 2025
<u>Hong Kong Ecommerce business</u>						
Average daily order number (rounded to the nearest hundred)	51,500	48,200	50,900	45,900	6.8%	12.2%
Average order value (rounded to the nearest dollar)	HK\$426	HK\$456	HK\$469	HK\$479	(6.6%)	(11.1%)
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$22.0 million	HK\$22.0 million	HK\$23.9 million	HK\$22.0 million	-	-
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$681 million	HK\$615 million	HK\$740 million	HK\$681 million	10.7%	-

	In the month of		
	March 2026	February 2026	March 2025
Number of unique customers (rounded to the nearest thousand)	647,000	589,000	599,000
	In the month of		
	March 2026 ⁱⁱ	February 2026 ⁱⁱ	March 2025
Monthly Active Unique Device ⁱⁱ	1,576,000	1,490,000	NA
Monthly Active HKTVmall App Users ⁱⁱⁱ (rounded to the nearest thousand)	NA	NA	1,609,000

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
Mak Wing Sum, Alvin
Chairman

Hong Kong, 10 April 2026

As at the date of this announcement, the Board comprises:

Executive Directors:

Mr. Cheung Chi Kin, Paul

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. Mak Wing Sum, Alvin (Chairman)

Mr. Peh Jefferson Tun Lu

Mr. Ann Yu Chiu, Andy

Mr. Yeung Chu Kwong

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 September 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 or Lite App (For July and August 2025, only data from Main App was collected). 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 or Lite App on the same device.

“Active unique device” is defined as the number of distinct devices’ UUIDs that engaged with HKTVmall Main App or Lite 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 or Lite 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.
- iv. The GMV on Order Intake for January 2026 and February 2026 of the Hong Kong Ecommerce business has been restated to present figures before the deduction of certain discounts offered under the Personalised Pricing Program, which are treated as advertising and marketing expenses for management reporting purposes.