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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 September 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 September 2023.

**(1) eCommerce Business Update**

In September 2023, HKTVMall's operational performance was moderately impacted due to lower seasonality factors compared to August 2023. Average Daily Gross Merchandise Value<sup>i</sup> (“**GMV**”) on order intake declined by 5.0%, reaching HK\$23.0 million (August 2023: HK\$24.2 million). However, there was a 3.6% growth compared to September 2022, which recorded Average Daily GMV on order intake of HK\$22.2 million.

On a positive note, the number of unique customers who made purchases at HKTVMall and the monthly active app users<sup>ii</sup> remained relatively stable, maintaining a solid foundation for future growth.

- (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 September 2023 is summarised as below:**

	In the month of			Change in Percentage	
	September 2023	August 2023	September 2022	September 2023 vs August 2023	September 2023 vs September 2022
Average daily order number (rounded to the nearest hundred)	51,200	52,800	50,800	(3.0%)	0.8%
Average order value (rounded to the nearest dollar)	HK\$450	HK\$457	HK\$436	(1.5%)	3.2%
Average Daily GMV on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$23.0 million	HK\$24.2 million	HK\$22.2 million	(5.0%)	3.6%
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$690 million	HK\$749 million	HK\$665 million	(7.9%)	3.8%

	In the month of		
	September 2023	August 2023	September 2022
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	591,000	604,000	550,000

	In the month of		
	September 2023	August 2023	September 2022
Monthly Active App Users <sup>ii</sup> (rounded to the nearest thousand)	1,637,000	1,676,000	1,471,000

**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 October 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.