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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 November 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 November 2023.

(1) eCommerce Business Update

Thanks to the launch of a large-scale marketing campaign “Mom-Certified” that commenced on 2nd November 2023, we have strategically distributed discounted cash vouchers totalling not less than HK\$3,000 to HKTVMall users. This concerted effort aims to drive users to make purchases in less frequent purchase product categories and expand our customer base through the acquisition of new users.

As we approach the midway point of the campaign, we are delighted to report that the operational performance of HKTVMall in November 2023 has displayed promising results. Please find a summarized overview of our achievements during this period below:

1. Average Daily Gross Merchandise Value (“**GMV**”) on Order Intakeⁱ increased to HK\$25.1 million (October 2023: HK\$22.9 million), a month-to-month increment by 9.6% with total GMV reaching HK\$752.0 million in November 2023;

2. Number of unique customers who made purchases at HKTVmall reached record high at approximately 632,000 customers (October 2023: 605,000 customers); and
3. Monthly active app usersⁱⁱ further expanded to approximately 1,774,000 users (October 2023: 1,676,000 users).

Of particular significance, the sustained expansion of our customer and user base at HKTVmall serves as a strong foundation for driving growth momentum in 2024 and the subsequent years. This ongoing growth is instrumental in solidifying our leading position in Hong Kong's Ecommerce sector.

(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 November 2023 is summarised as below:

	In the month of			Change in Percentage	
	November 2023	October 2023	November 2022	November 2023 vs October 2023	November 2023 vs November 2022
Average daily order number (rounded to the nearest hundred)	52,800	50,200	49,300	5.2%	7.1%
Average order value (rounded to the nearest dollar)	HK\$475	HK\$457	HK\$450	3.9%	5.6%
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$25.1 million	HK\$22.9 million	HK\$22.2 million	9.6%	13.1%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$752 million	HK\$711 million	HK\$666 million	5.8%	12.9%

	In the month of		
	November 2023	October 2023	November 2022
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	632,000	605,000	548,000

	In the month of		
	November 2023	October 2023	November 2022
Monthly Active App Users ⁱⁱ (rounded to the nearest thousand)	1,774,000	1,676,000	1,518,000

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, 11 December 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.