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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 January 2024

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 January 2024.

(1) eCommerce Business Update

Benefiting from the upcoming Chinese New Year and the momentum gained during the Christmas holiday season, in the first month of 2024, HKTVMall and Wet Market Express achieved an aggregated Average Daily Gross Merchandise Value (“**GMV**”) on Order Intakeⁱ of HK\$24.8 million (December 2023: HK\$24.3 million). The total GMV on Order Intake for January 2024 reached HK\$769.0 million (December 2023: HK\$753.0 million).

Additionally, HKTVMall has maintained a stable number of Monthly Active App Usersⁱⁱ, with approximately 1.65 million users visiting our platform in January 2024. Moreover, the total number of unique customers remained consistent, with 629,000 unique customers making purchases at HKTVMall and Wet Market Express during the same period. These figures highlight the solid user and customer base that serves as a strong foundation for future growth, not only for HKTVMall but also for other New Venture projects.

- (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 January 2024 is summarised as below:**

	In the month of			Change in Percentage	
	January 2024	December 2023	January 2023	January 2024 vs December 2023	January 2024 vs January 2023
Average daily order number (rounded to the nearest hundred)	53,500	51,500	45,700	3.9%	17.1%
Average order value (rounded to the nearest dollar)	HK\$464	HK\$471	HK\$468	(1.5%)	(0.9%)
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$24.8 million	HK\$24.3 million	HK\$21.4 million	2.1%	15.9%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$769 million	HK\$753 million	HK\$664 million	2.1%	15.8%

	In the month of		
	January 2024	December 2023	January 2023
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	629,000	644,000	552,000
	In the month of		
	January 2024	December 2023	January 2023
Monthly Active App Users ⁱⁱ (rounded to the nearest thousand)	1,645,000	1,677,000	1,504,000

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, 8 February 2024

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. 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.