

For Immediate Release



Grand Launch of HKT Online Shopping Mall “We Sell Whatever You Can Imagine”

(Hong Kong, 2 February 2015) Hong Kong Television Network Limited (“HKT”) announced the grand launch of its online shopping mall! Starting with the slogan “We Sell Whatever You can imagine”, HKT works with more than 333 stores, bringing together the target to be a large scale online shopping mall. Signifying by extremely wide variety of products, official distribution of brands at official prices, consumers can enjoy shopping at ease as much as they can.

Currently, many retailers have their own online shopping channels. HKT’s online shopping mall differentiates by covering the products from more than 333 stores, which have been divided into 8 categories : Fashion & Accessories, Beauty & Healthcare, Lifestyle & Entertainment, Electronic Products, Food & Beverage, Sports & Outdoor, Living & Households, Babies & Motherhood. Other than these, we have products directly delivered from Japan and Korea, and have HKT Shop selling drama related products such as posters, postcards and notebooks for our drama “The Election”.

Apart from product variety, our price range sets to attract all 7 million population in Hong Kong, ranging from high and middle classes, as well as mass market, whoever has the need to shop, you can find whatever you can imagine on HKT’s online shopping mall. Since the trial run on 17 December 2014, large and small sized stores were opened in phases, marching towards our goal to become a large scale online shopping mall. Creating a new lifestyle and a new way of entertainment for Hong Kong people, are what HKT lives with.

To celebrate the grand launch, as well as serving the needs for shopping for Chinese New Year, HKT gives away red pockets - for those 1.23 million registered users, as well as new registrations done on or before 23:59 of 15 February 2015, will be entitled to \$100 Mall Dollar. Valid until 31 March 2015, this \$100 Mall Dollar is applicable to all consumptions on HKT platform*.

*Service Terms & Conditions Apply.

Chairman of HKTV, Ricky Wong said, “HKTV reborn with the slogan ‘Always Something New’. We launched our entertainment platform on 19 November 2014, providing various entertainment programs such as dramas. The grand launch of online shopping mall now constitutes another segment of our new platform, consolidating entertainment and shopping into one, providing a new lifestyle experience for the Hong Kong public. As we talk about ‘We Sell Whatever You can Imagine’, HKTV’s online shopping mall possesses unique preposition, which brings the public to shop and enjoy at ease.”

Please visit www.hktv.com.hk to watch our programs and to shop for Chinese New Year!

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About Hong Kong Television Network Limited

Hong Kong Television Network Limited is a Hong Kong and the U.S. list company (SEHK : 1137; NASDAQ : HKTV). Established in 1992, the Group possesses extensive and successful experience in telecom market liberalization, popularizing advanced technology and applications. The Company strives to expand its foothold to the multimedia and TV industry. Riding on our content library together with strong brand presence in Hong Kong, we are now developing various business models to build a 24-hour “e-Shopping Mall” providing a “one-stop shop” platform to people in Hong Kong, including entertainment, online shopping, delivery service and impressive customer experience.

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Caption:

- 1) Chairman of HKTV, Ricky Wong held \$100 red pocket which mean our registered users, as well as new registrations done on or before 23:59 of 15 February 2015 can receive \$100 Mall Dollar



- 2) Chairman of HKTV, Ricky Wong demonstrated different products available on HKTV online shopping mall



- 3) Chairman of HKTV, Ricky Wong showed the most luxurious product on HKTV online shopping mall - diamond necklace (750/18K) W/G values around HKD 1.7 million

