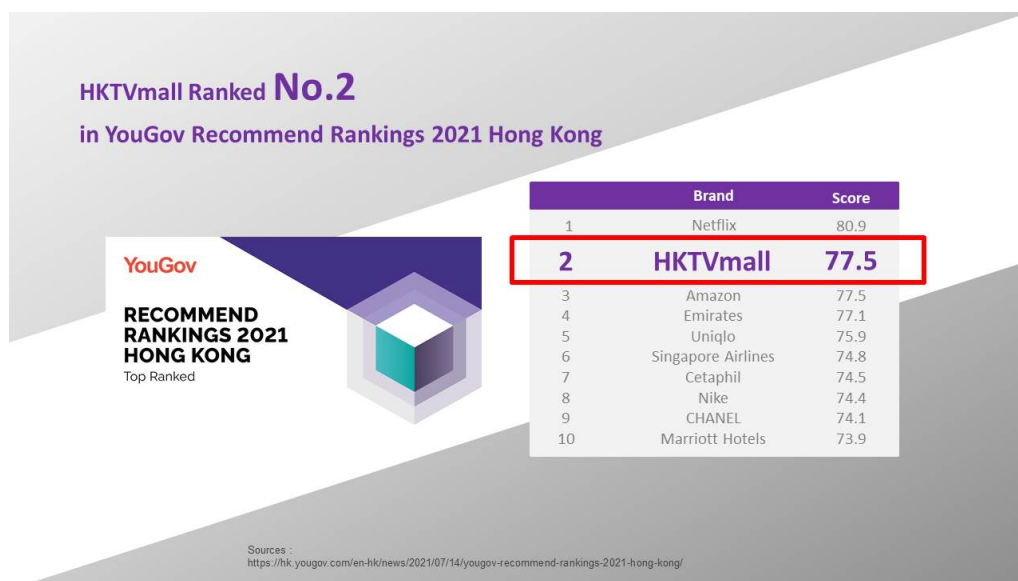




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## HKTVMall榮登 YouGov 2021年香港品牌推薦度排行榜第二位 反映高品牌認知及受市民歡迎

HKTVMall致力為香港人提供最優質的產品及服務，感謝顧客及商戶的支持，HKTVMall成為國際研究及數據分析公司YouGov BrandIndex 2021年香港品牌推薦度排行榜 (Recommend Rankings 2021 Hong Kong) 第二位，不但僅次於世界知名的串流影片平台，更與排行第3，有豐富經營網上購物平台經驗的全球跨國電子商貿企業同獲平均得分77.5。此排名進一步證明HKTVMall是極受香港人歡迎的網購平台，亦成為我們的動力，為大家提供更優質的購物體驗。



YouGov BrandIndex 每年在世界各地進行不同的市場調查及研究，YouGov 2021年香港品牌推薦度排行榜的評分，是計算品牌的顧客將其推薦給朋友或同事的百分比，於調查時間2020年6月1日至2021年5月31日期間平均推薦得分最高的品牌，HKTVMall今次榮登2021香港品牌推薦度排行榜第二位，平均得分達77.5，充分反映香港人對HKTVMall極高的評價！

HKTVMall致力建立一個獨特的數碼生態系統，充分利用創新科技，提升大家的生活質素，滿足一切生活需要。我們深信憑住我們團隊上下一心，加上得到每個商戶、合作夥伴及產品供應商的支持，HKTVMall必定能再創佳績，推動香港電子商貿的發展邁步向前。

## HKTVMall 成為 Facebook 香港區首個「協作廣告」電子商貿平台



### HKTVMall Ranked The Second in YouGov Recommend Rankings 2021 Hong Kong Reflecting The High Popularity Among Hong Kong People

HKTVMall is committed to providing Hong Kong people with the best quality products and services. With the support from customers and merchant partners, HKTVMall has ranked the second of **YouGov Recommend Rankings 2021 Hong Kong** by the international research and data analysis company YouGov BrandIndex, which was not only ranked after the global famous streaming media platform, but also reached the same average score of 77.5 with ranked no.3, the global multinational eCommerce company which have extensive experience in operating online shopping platform. This ranking further proved that HKTVMall is an extremely popular online shopping platform for Hong Kong people, and it has become our motivation to provide better shopping experience.

#### HKTVMall Ranked **No.2** in YouGov Recommend Rankings 2021 Hong Kong

**YouGov**  
**RECOMMEND RANKINGS 2021 HONG KONG**  
Top Ranked

	Brand	Score
1	Netflix	80.9
<b>2</b>	<b>HKTVMall</b>	<b>77.5</b>
3	Amazon	77.5
4	Emirates	77.1
5	Uniqlo	75.9
6	Singapore Airlines	74.8
7	Cetaphil	74.5
8	Nike	74.4
9	CHANEL	74.1
10	Marriott Hotels	73.9

Sources :  
<https://hk.yougov.com/en-hk/news/2021/07/14/yougov-recommend-rankings-2021-hong-kong/>

YouGov BrandIndex conducts different market researches every year around the world. The ranking score of YouGov Recommend Rankings 2021 Hong Kong measures the percentage of a brand's customers who would recommend it to a friend or colleague, and shows the brands with the highest average Recommend

score between the survey period from 1 June 2020 to 31 May 2021. HKTVMall ranked second with an average score of 77.5 which definitely reflects the popularity and the performance of HKTVMall as the best online shopping platform in Hong Kong!

HKTVMall is committed to establishing a unique digital ecosystem, and to enhance quality of life and meet everyone's needs with innovative technologies. We believe that with the support from our team and every merchant partners, brands and suppliers, HKTVMall will achieve greater success and further promote the development of e-Commerce in Hong Kong.



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