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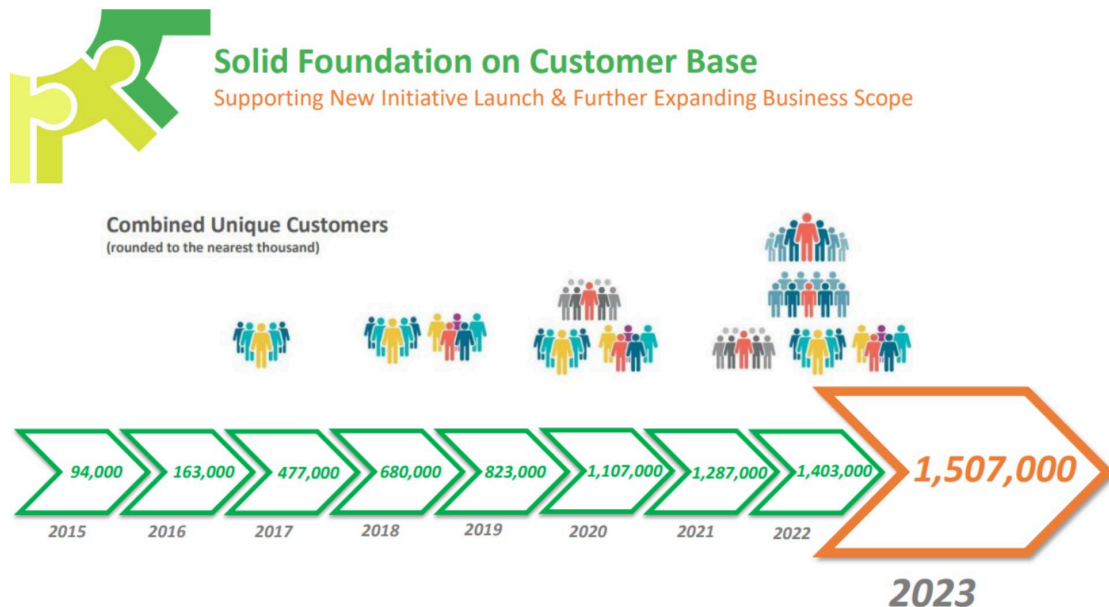
HKTVM繼續以長遠發展目標 2024年加強投資以全新方向應對市場變化 以獲得長遠回報

集團日前公佈2023年全年業績，集團於2023年能夠維持盈利能力：

1. 2023年之本集團訂單總商品交易額達8,424,000,000港元；
 2. 2023年之淨溢利為45,300,000港元；
 3. 2023年之經調整後的扣除利息、稅項、折舊及攤銷前盈利為122,700,000港元；
- 集團的資產負債表表現穩健，現金及流動資金淨額狀況為935,400,000港元。

香港電子商貿業務 (HKTVmall, 包括3PL服務以及ThePlace)

香港電子商貿業務於2023年維持盈利，訂單總商品交易額保持穩定，達8,292,900,000港元。曾於HKTVmall購物的獨立客戶人數由2022年的1,403,000名增加至2023年的1,507,000名，每月活躍應用程式用戶亦顯著增加至約1,680,000名，為長期可持續增長奠定了基礎。



為了面對部分香港消費者的購物模式轉變，集團於2024年認真考慮調整HKTVmall的未來應對方案及策略，當中包括：

- (1) 要達致2026年取得120億港元整體訂單總商品交易額的目標並不容易，有可能需要延遲。為了實現此目標，我們必須加大市場推廣力度，從實體零售市場吸納生意；
- (2) 引入更多香港以外商戶，亦可能透過打價格戰以爭取市場份額；以及
- (3) 加快「街市即日餸」服務的部署及投資，利用本地街市新鮮食材及濕貨「不可代

替」的優勢，令此服務成為HKTVmall的獨特優勢之一。

為了維持香港電子商貿業務的持續增長，我們繼續於穩健的基礎上發展。我們致力發展超越HKTVmall點對點平台的新服務、方案以及功能來實現具有彈性的營運模式，以及分散市場營銷及配送選擇。以下的策略性提升均為符合不同零售商的要求而設，促進多元化而且具有應變能力的生態環境。

1. 全新網店形式 — 展示商店

展示商店將HKTVmall的客戶導航到驗證商戶的香港或香港以外網上平台，繼續他們的購物旅程。展示商店的目標是透過建立最大的產品和服務目錄，將網上生態系統延伸到HKTVmall應用程式以外，透過單一的應用程式向消費者提供非凡的便利及多樣性。



2. ThePlace

ThePlace不但利用HKTVmall的人流作支援及結合HKTVmall搜尋器，更讓商戶擁有他們的客戶數據。除此以外，ThePlace串接不同物流平台作最後一哩配送，更可以一鍵由其他電子商貿平台導入產品資料，幫助商戶快速開啟業務及訂單管理。

一個能夠讓商戶更有效地利用HKTVmall Merchant Dashboard的大數據以及他們的客戶數據來投放數碼廣告的新功能將於2024年第二季推出，讓客戶可以在人工智能工具的支援下推行對準目標的市場營銷及推廣活動。

3. 八小時極速派送

現時，超過85,000件產品符合落單後八小時送達的條件。商戶可以透過選用第三方物流服務，將入倉、倉儲、補貨、執貨及包裝的工序外判給我們364日年中無休的自動化物流中心，我們的目標是在2024年年底，令八小時極速派送服務覆蓋120,000件產品，包括商戶委託我們的第三方物流服務的產品。

4. 全方位市場營銷中心

a. 點播視頻 (目標於2024年第二季推出)

HKTVMall用戶可以隨時選擇自己感興趣的內容，內容不限於購物。我們歡迎內容創作者用個人想法及風格向HKTVMall提供內容，以分紅的方式令內容庫更豐富。點播視頻所提供的多元化及創意內容將延長用戶的上線時間，提升HKTVMall內交叉銷售的機會。

Empowering Merchants to Run Online Business

Marketing tool – HKTVMLive + Video-On-Demand (VOD)

Target to Launch in Q2 2024

- Pre-qualified KOLs tag products from HKTVMall for sales via HKTVMLive and/or VOD
- Up to 10% of GMV will be paid to KOL by HKTVMall

b. ChicChat (已於2024年2月推出)

此HKTVMall應用程式內的全新群組聊天功能讓商戶創建專屬的客戶群組，培養實時對話互動。商戶可以透過ChicChat無縫地發放特別優惠、分享產品資訊、增加互動，並提升客戶滿意度。

Empowering Merchants to Run Online Business

Marketing Tool - ChicChat

- Real-time interactive channel, allowing merchants to create their own customer groups, and enabling direct communication to establish close relationships
- Block private communication between customers, ensuring the protection of customer contact information

Merchant ↔ Customer Customer ↔ Customer

c. 數碼引流合作計劃 (已於2024年1月推出)

我們亦為商戶推出了一個反方向引流計劃，讓商戶用特定的引流連結在不同的外部平台，例如：社交媒體、電郵等，推廣他們的產品，並導航到HKTVMall。商戶於相關的

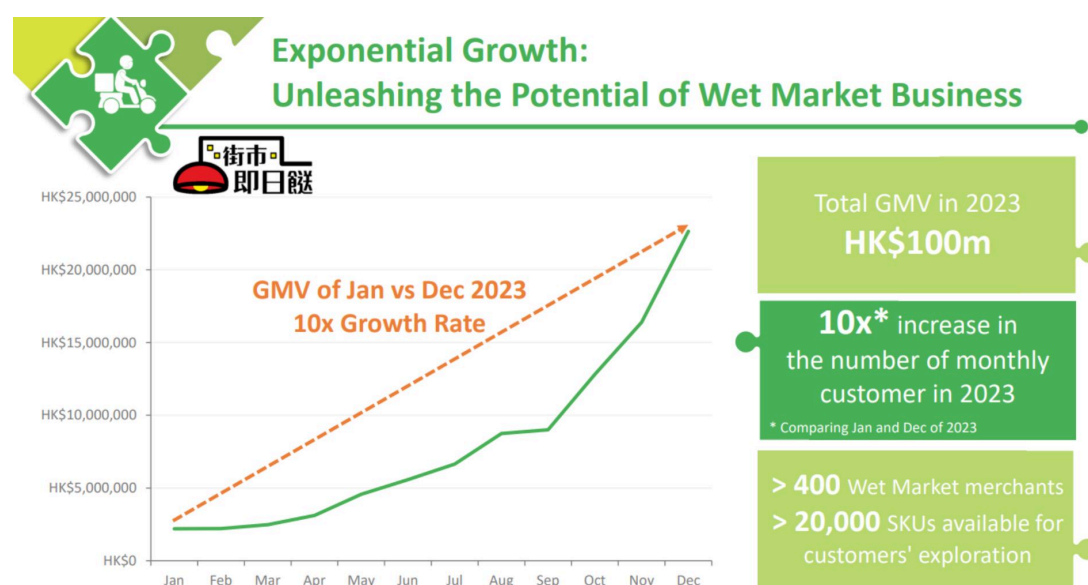
購物訂單上的佣金率會下調至5%作為誘因。

新探索項目

2023年，集團正式推出各種各樣的新探索項目，這些項目處於不同的發展階段和取得階段性成果。各項關鍵探索項目重點如下：

1. 街市即日謎

此服務的覆蓋範圍迅速擴大至超過91.5%的HKTVmall客戶群。消費者只要動動手指，便可接觸到400多家提供共20,000多種產品的街市商家，徹底改變消費者體驗新鮮農產品的方式。透過HKTVmall應用程式購買街市產品的獨立客戶人數成功在12個月內增長10倍，2023年的訂單總商品交易額約100,600,000港元；與2023年1月至2023年12月相比，每月訂單總商品交易額增長近10倍。



2. Everuts

Everuts的代購員網絡已擴充超過6,000名，遍佈全球30個國家及地區。雖然在消費市場廣泛採用此商業模式可能需要時間，但我們正在逐步擴大Everuts的業務規模。2023年，Everuts的訂單總商品交易額約為30,400,000港元，反映業務的初步進展及增長。

3. 於曼徹斯特的首間自行研發智能商店 — in:Five

我們自行研發的全自動零售商店及系統已於2023年8月下旬，以「in:Five」的品牌名稱在英國曼徹斯特推出首間試行店。In:Five商店是一個全新的應用程式一鍵取貨便利店，讓客戶可以透過應用程式選購不同溫度的產品，並於客戶選定的時段，最快幾分鐘內，到店內的智能櫃取貨。整個訂單執貨過程均由店內的機械完成。項目團隊將需要額外一至兩年時間來不斷完善系統的設計以及審視商店運作，從而提升未來大規模生產時的有效性與效率。

集團繼續以「長遠增長」作為首要任務。面對當前香港社會和經濟體系的結構性改

變，我們必須加強各方面的投資，積極開拓香港和海外的新業務，從而獲得長遠的回報。

Putting "Long-term Growth" as the Prime Mission Strengthening Investment to Face Market Change in 2024 For Long-term Returns

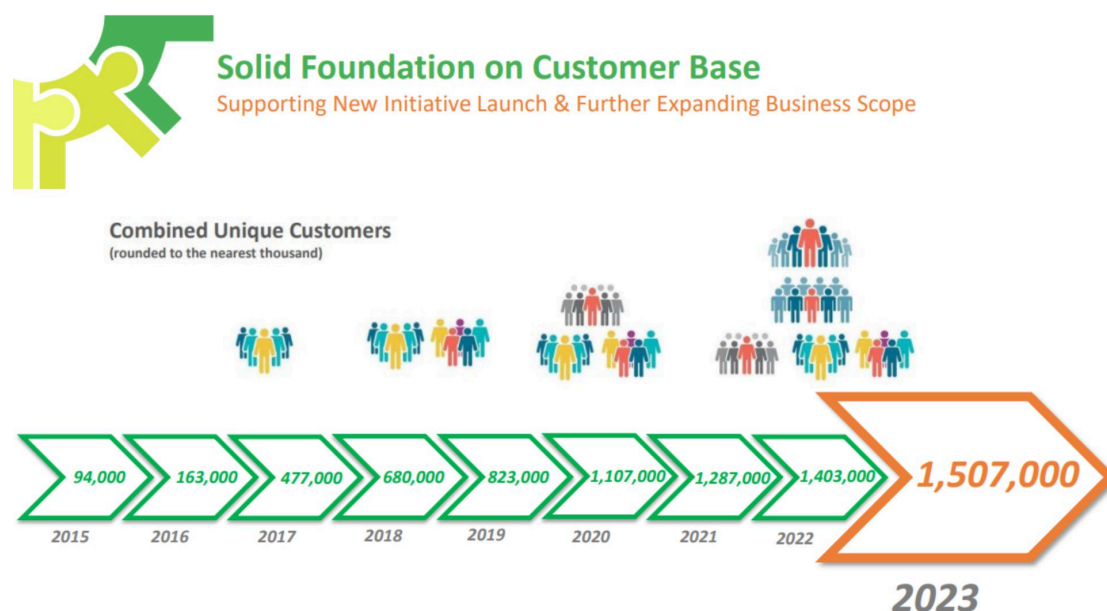
HKTVM announced its 2023 annual results. The Group managed to maintain profitability:

1. Group GMV on order intake reached HK\$8,424.0M in 2023;
2. Net profit amounted to HK\$45.3M in 2023;
3. Adjusted EBITDA at HK\$122.7M in 2023;

A strong balance sheet with net cash and liquidity position of HK\$935.4M.

Hong Kong eCommerce Business (HKTVMall, including 3PL Service and ThePlace)

The Group's Hong Kong eCommerce Business remains profitable in 2023, with the GMV on order intake remaining stable in 2023, reaching HK\$8,292.9M. The number of unique customers who made purchases at HKTVMall increased to 1,507,000 in 2023 from 1,403,000 in 2022, which represented a growing customer base for long-term sustainable growth, together with an impressive increase in monthly active app users to approximately 1,680,000 users.



To adapt to the change in consumption patterns for some Hong Kong consumers, HKTVMall is seriously considering adjusting the future contingency plans and strategies:

1. achieving the target of HK\$12 billion in the overall GMV on order intake by 2026 is not easy and may need to be delayed. To achieve this goal, we anticipate that even with a substantial increase in marketing efforts;

2. attracting and introducing more merchants outside Hong Kong and may need to engage in price wars to gain market share;
3. accelerating the deployment and investment in “Wet Market Express” services, making use of the “irreplaceable” advantages of local fresh food and wet market goods, to develop it as one of HKTVmall’s unique advantages.

To sustain continuous growth in our Hong Kong eCommerce business, we continue to build upon our solid foundation. We are dedicated to developing new services, solutions, and features that empower flexible business models and decentralized marketing and fulfilment options that go beyond HKTVmall’s end-to-end platform. The following strategic advancements are specifically designed to meet the unique requirements of different retailers, fostering a more dynamic and adaptable ecosystem.

1. New Store Format - Display Store

HKTVmall would redirect customers from HKTVmall to verified merchants’ e-platforms in or beyond Hong Kong to continue the customer journey. The objective of the display store is to extend the online ecosystem beyond HKTVmall app by building the largest products and services directory therein, providing unparalleled convenience and variety to consumers in one single app.



2. ThePlace

The all-in-one eStore solution not only leverages HKTVmall’s traffic support and integrates with HKTVmall’s search engine but also enables merchants to own their customer data. Furthermore, integration with different logistics platforms for last mile fulfilment and one-click product data conversion from other eCommerce platforms assists merchants in quick start and subsequent management.

A new function, targeted to launch in 2Q2024, will enable merchants to place digital advertisements more effectively by using HKTVmall’s big data on Merchant

Dashboard and their own customer data to derive target-oriented marketing and promotional activities powered by various artificial intelligence tools.

3. 8-hour Express Delivery

Now, more than 85,000 product items are eligible for the 8-hour delivery. By leveraging the support of our 3PL Service allowing merchants to outsource stock in, storage, replenishment, picking and packing process to our 364 days all-year-round automated fulfilment operations, we aim to expand the 8-hour express delivery to cover 120,000 product items by the end of 2024 including merchants' products entrusted to us under our 3PL service.

4. All-in-one Marketing Hub

a. Video-on-Demand (Targeted to be launched in 2Q2024)

HKTVMall users can select their interested content anytime not only on shopping. We welcome content creators to provide content in their own ideas and styles to HKTVLIVE to enrich the content library on revenue sharing basis. The diversified and creative content provided by this new feature will extend the screen time of our users and enhance the product cross-selling opportunities at HKTVMall.

Empowering Merchants to Run Online Business
Marketing tool – HKTVLIVE + Video-On-Demand (VOD)

Target to Launch in
Q2 2024

Pre-qualified KOLs tag products from HKTVMall for sales via HKTVLIVE and/or VOD

Up to 10% of GMV will be paid to KOL by HKTVMall

HKTVLIVE HKTVMall VOD

b. ChicChat (Launched in Feb 2024)

A new group chat function in the HKTVMall app empowers merchants to create customized customer groups, cultivating real-time interactive conversations. Through ChicChat, merchants can seamlessly distribute special offers, share product information, enhance engagement and drive customer satisfaction.



c. External Traffic Referral Program (Launched in Jan 2024)

The reversed traffic driving program enables merchants to promote their products at any external channels, such as social media platforms, emails, etc. with designated referral hyperlinks back to HKTVmall. Merchants are incentivized with a lower commission rate of 5% on related check-out.

New Venture Projects

In 2023, the Group officially launched various New Venture projects and they are under different phases of development and achievements. Below are the highlights of certain key venture projects.

1. Wet Market Express

Wet Market Express quickly expanded its consumer reach to more than 91.5% of HKTVmall customer base in 3Q2023. Consumers can now reach more than 400 wet markets offering more than 20,000 products with their fingertips, revolutionizing the way consumers experience fresh produce. We successfully grew the number of unique customers purchasing wet market products through HKTVmall app with a remarkable 10 times growth in 12 months, and approximately HK\$100.6 million GMV on Order Intake in 2023, with almost 10 times growth on monthly GMV on order intake when comparing January 2023 to December 2023.



Exponential Growth: Unleashing the Potential of Wet Market Business



2. Everuts

The network of personal shoppers has expanded to over 6,000, spanning 30 locations worldwide. While the widespread adoption of this business model in the consumer market may require time, we are gradually scaling up the operations of Everuts. In 2023, Everuts generated approximately HK\$30.4 million in GMV on order intake, reflecting the initial progress and growth of the business.

3. First Self-invented Smart Store in Manchester - in:Five

Our self-invented Fully Automated Retail Store and System had its first pilot store launched in late August 2023 in Manchester, the United Kingdom under the brand “in:Five”. In:Five store is a new app-powered click-and-collect convenience store enabling consumers to order product items at different temperatures including ambient and chilled via the app, and collect from the in-store locker at customers' selected timeslot as quickly as in minutes. The entire order-picking process is completed by robotics at the store. The project team will need another 1 to 2 years to continue refining the design of the system and reviewing the store operation to optimize the effectiveness and efficiency for future mass-scale deployment.

The Group has always put “long-term growth” as the prime mission. To face the structural changes in Hong Kong's society and economic system, we must strengthen investments in all aspects and actively explore new businesses in and outside Hong Kong, creating long-term returns.

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