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HKTVMall partners with Atome to enable buy now pay later acceptance in Hong Kong

Joint Media Kit: <https://bit.ly/3E4o0ZZ>

Hong Kong, 17 December 2021 — Hong Kong's largest online shopping mall and digital ecosystem HKTVMall has partnered with Hong Kong's leading buy now pay later brand Atome to introduce buy now pay later acceptance on its mobile app in Hong Kong.

To celebrate [the official launch](#), all Atome new users on HKTVMall will enjoy 8% off (capped at HKD 200) with a minimum HKD 1,200 spend on HKTVMall's mobile app when they pay with Atome from now till 31 December.

HKTVMall is partnering with more than 5,800 merchants and suppliers to provide a wide range of product spectrum with over 700,000 product choices. In parallel to this, HKTVMall provides diversified and innovative digital services including "HKTVMall Open Databank", 1-hour delivery option "HKTVexpress", pre-owned marketplace "EcoMart", live shopping channel "HKTVLive", "HKTVMall Lite" app for elderlies, etc to offer customers with an overall and perfect eCommerce experience.

Ms. Jelly Zhou, Chief Executive Officer (Hong Kong) at Hong Kong Technology Venture Company Limited, said: "We are committing to build a unique and sustainable digital ecosystem and improve everyone's quality of life with innovation and technology. We're delighted to partner with Atome to add their buy now pay later flexible payment option on HKTVMall's mobile app in Hong Kong. With Atome, our payment services become more perfect which not only provides customers with a more flexible online shopping experience, but also further enriches the content of the HKTVMall digital ecosystem and promotes the development of electronic payment services."

Eric Yu, General Manager of Atome Hong Kong, said: "We're pleased to partner with HKTVMall, Hong Kong's largest online shopping mall, and introduce Atome to HKTVMall's shoppers via their mobile app. From daily necessities, beauty, to health and wellness products, HKTVMall shoppers can now enjoy a completely transparent, convenient and flexible payment experience upon checkout via the mobile app. This partnership comes just in time for Christmas shopping season and Chinese New Year."

Launched in the last quarter of 2020 in Hong Kong, Atome's merchant network in Hong Kong has expanded to over 1,000 online and offline retailers across beauty, fashion, travel, homeware and lifestyle categories. Atome also recently announced its first global celebrity brand ambassador, popular K-pop group ASTRO, as well as the launch of its #OwnTheExtraordinary campaign in Hong Kong, lasting until the end of the year. Atome was recently awarded [the Gold Winner for Smart Retail Tech](#), by the Hong Kong Retail Management Association (HKRMA), for its role in supporting retail recovery and advancing business growth in Hong Kong.

Atome is available on the [App Store](#) and on [Google Play](#).

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About HKTVmall

HKTVmall is the largest 24-hour online shopping mall in Hong Kong and a wholly-owned subsidiary of Hong Kong Technology Venture Company Limited (SEHK: 1137). HKTVmall provides one-stop shop services including online shopping, marketing & digital advertising, big data analysis, smart logistics & fulfilment as well as physical O2O stores, and to transform all business operation, trading, retail, finance and daily life onto a single digital online platform to establish a unique digital ecosystem. For more information, visit www.hktv.com.hk.

About Atome

[Atome](#) is a leading buy now pay later platform in Asia, partnering online and offline retailers to increase conversions and grow average orders and customer segments. It currently partners over 5,000 online and offline retailers in nine markets (Singapore, Indonesia, Malaysia, Hong Kong, Taiwan, Vietnam, Philippines, Thailand and mainland China). For consumers, Atome offers choice, convenience and flexibility in how they choose to shop and pay. Atome is part of Advance Intelligence Group, one of the largest independent technology startups based in Singapore. Founded in 2016, the Group has presence across South and Southeast Asia, Latin America and Greater China. The Group is backed by top tier investors SoftBank Vision Fund 2, Warburg Pincus, Northstar, Vision Plus Capital, Gaorong Capital, Pavilion Capital, GSR Ventures and EDBI.

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