

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



**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 2022**

The board of directors (the “**Board**”) of Hong Kong Technology Venture Company Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) is pleased to announce certain business update and the Group’s unaudited operational information for January 2022.

**(1) eCommerce Business Update**

Benefited from the pre-Chinese New Year effect and the tightening prevention measures on COVID-19 in reducing gatherings, HKTVMall has achieved its record high business performance in January 2022, including Gross Merchandise Value (“**GMV**”) on order intake<sup>i</sup> of HK\$699.0 million, average daily GMV on order intake of HK\$22.5 million and average daily order number of 47,400, represented a year-on-year growth by 23.9%, 23.6% and 32.8% respectively comparing to January 2021. This is an encouraging start for 2022 towards our annual GMV on order intake guidance of HK\$7.5 billion – HK\$8.0 billion.

**(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) for January 2022 is summarised as below:**

	In the month of			Change in Percentage	
	January 2022	December 2021	January 2021	January 2022 vs December 2021	January 2022 vs January 2021
Average daily order number (rounded to the nearest hundred)	47,400	41,400	35,700	14.5%	32.8%
Average order value (rounded to the nearest dollar)	HK\$476	HK\$476	HK\$509	0.0%	(6.5%)

Average Daily GMV on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$22.5 million	HK\$19.7 million	HK\$18.2 million	14.2%	23.6%
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$699 million	HK\$611 million	HK\$564 million	14.4%	23.9%

	In the month of		
	January 2022	December 2021	January 2021
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	544,000	500,000	421,000
	In the month of		
	January 2022	December 2021	January 2021
Monthly Active Users <sup>ii</sup> (rounded to the nearest thousand)			
App only:	1,558,000	1,457,000	1,473,000

**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, 4 February 2022

*As at the date of this announcement, the executive Directors of the Company are 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), Mr. Lau Chi Kong (Chief Executive Officer (International Business)) and Ms. Zhou Huijing (Chief Executive Officer (Hong Kong)) and the independent non-executive Directors of the Company are Mr. Lee Hon Ying, John, Mr. Peh Jefferson Tun Lu and Mr. Mak Wing Sum, Alvin.*

---

*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 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 Only users could be overlapping if the user re-installs the HKTVmall App on the same device or amends the advertising ID of its device, or uses multiple devices, or uses HKTVmall Main App and Lite App (collectively “HKTVmall 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.