

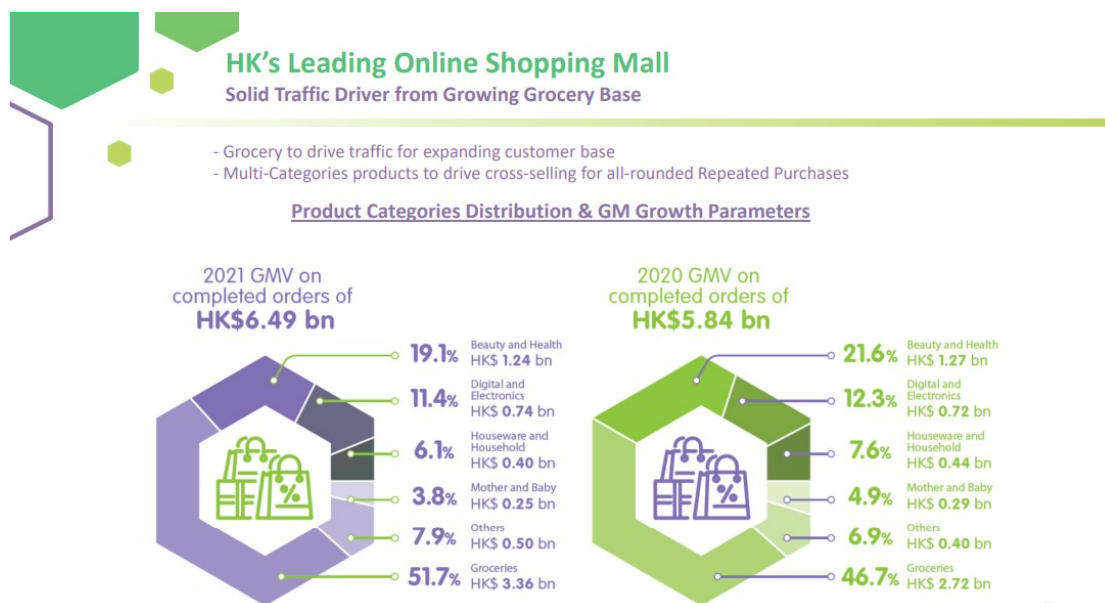


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HKTVmall 以完善配送服務 及擴大自動化基建為目標 全面發揮探索的DNA

集團日前公佈2021年全年業績，是集團連續第二年錄得盈利。在電子商貿業務方面，各方面的成績亦維持高增長的水平：

- 2021年的訂單總商品交易額達6,573,100,000港元，較去年同期增長10.4%；
- 平均每日訂單量繼續維持增長，由2020年12月每日36,300張，增加至2021年12月每日41,400張；
- 2021年有1,287,000名獨立客戶於HKTVmall購物，較去年同期增長16.3%；
- 2021年之營業額增加8.8%至3,130,200,000港元，包括增長近四倍的多媒體廣告收入90,500,000港元



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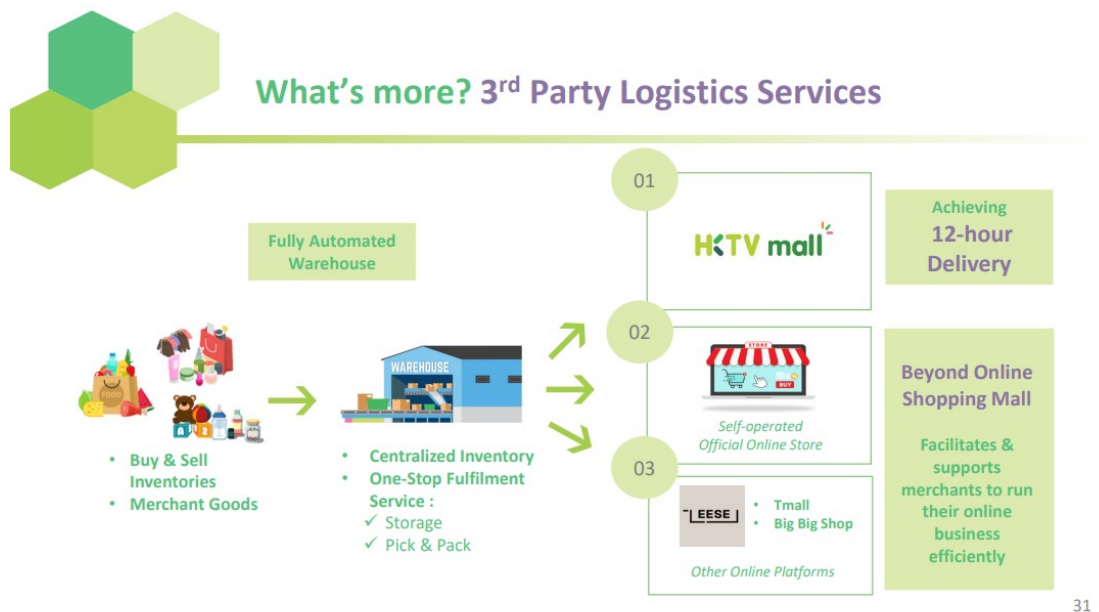
HKTVmall繼續是香港網購商場的No.1

於2021年，HKTVmall的業務有強勁增長，超越香港整體零售業的表現。為進一步提升和完善配送服務，我們將於2022上半年完結前和2023年上半年分兩個階段推出一個龐大計劃，縮短客戶落單到收貨的時間。第一階段的截單時間，由每天早上九時改為下午一時。即是客戶於下午一時前落單，可以於翌日收貨。第二階段的目標，是希望

能做到客戶於午夜之前確定訂單，可於翌日早上派送。要實現這個目標，我們必須提供第三方物流服務，首85%最高銷售額的商戶產品將於HKTVmall的自動化配送中心儲存及執貨，因此我們將會建造更大型的自動化物流倉庫，令大部份商戶都付費使用我們的物流服務，把他們的貨品交由我們處理。這樣不單能提升客戶配送服務質素，更會令我們與商戶之間的關係更密切，依賴性更強。



現在是HKTVmall的最佳時機，在已經建立的紮實根基上，繼續比其他香港公司投資更多於網上購物這門生意上，無論是軟件技術、自動化倉庫、派送物流車隊和大數據研究等。我們都一定會繼續是香港網購的No.1。



5-year CAPEX Plan for Fulfilment Structure Expansion



In order to achieve HK\$12.0 billion to HK\$15.0 billion GMV on order intake in 3-5 years' time, we have a 5-year CAPEX plan for Automated Fulfilment Capacity Expansion. In the next 5-year, on by phases basis,

1. To increase from currently 570,000 sq ft fulfillment space to **over 900,000 sq ft**
2. By expanding our self-owned infrastructure at Tseung Kwan O headquarters and adding additional facilities under long term leases
3. Total estimated CAPEX on **construction costs and consent fee** for converting entire site at TKO headquarters to permit for Ecommerce and Technology use is **approximately HK\$860.0 million.**

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科技業務 — Shoalter

首個Shoalter的本地客戶，由其提供的點對點電子商貿方案支持的EESE已於2021年12月隆重推出市場。自推出以來，根據Google Analytics，EESE的用戶瀏覽量穩定增加，而自2021年12月1日推出以來第16週，7天活躍用戶約達250,000名。我們會傾盡全力，提供全面的技術支持，協助EESE創造成功的典範。另外，待疫情緩和後，我們將全力發展海外市場。

Shoalter Product Development

Our focus of product development in coming year will be on merchant services - aiming at providing a more convenient portal with new functions to facilitate merchants working on Shoalter platform, either on HKTVmall or EESE

- Connected functions: shared inventory; open APIs for product updates
- Merchant chat: a communicator to facilitate pre-sales & post-sales communication
- Mobile App for merchant: anytime, anywhere keep updated & instant response
- 3PL services: facilitate merchants to improve fulfillment speed & streamline their operation across multiple platform

Shoalter Automation Limited創建全球獨有的「全自動零售商店」

第一部「全自動零售商店」系統已經安裝完成，軟件硬件都如火如荼地進行測試中。我們有信心將如期於今年內在英國開設首數個「全自動零售商店」。與此同時，英國的AmazonFresh和Tesco，在倫敦已經開設六至七間「無人商店」；他們所用的技術與我們截然不同，他們在一間普通店舖的天花上，安裝數百部攝影機，用圖像分析技術，分析客人每一個「動作」，決定客人是否購買某種貨品，直接扣除信用卡。這一種模式雖然能為客戶帶來自出自入的方便，但營運成本上卻沒有任何優勢。現實上，就我們親身於倫敦所見，所用店員人手比一間普通商店還要多，因為要方便圖像分析

的運作，貨架上的貨品要排列得更加整齊，並需要更多保安人員以防止盜竊。

我們的專利發明，是另外一種全新的技術概念。整間商店二十四小時運作，不需要任何店員監察和杜絕盜竊行為，有助大幅減少前線店舖員工薪金成本。我們深信，這才是一個完美具成本效益的「無人商店」或「全自動零售商店」方案。



Perfect Solution in Cost Efficiency

- ✓ **More Convenience**
Customers can place order anywhere & anytime to save time queuing in supermarket
- ✓ **More Variety**
Our machine can handle everything, including chilled and ambient goods in all shapes & sizes
- ✓ **More Savings**
No manpower are required to save labour costs significantly



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過往30年，本集團在各行各業的成功，實有賴於我們敢於嘗試、敢於失敗、敢於鑽研和運用科技去改造每一個行業，由長途電話、光纖寬頻以至電視製作。投資科技會失敗，亦不肯定成功會有多少；但不嘗試運用科技作新嘗試，就肯定沒有成功機會。我們整個團隊由上而下的DNA，都充滿着探索精神，這是香港大部份大公司所缺乏的「靈魂」。

集團感謝前線後勤員工的努力付出，更感激一眾商戶、投資者及廣大客戶群的支持與信賴！未來我們仍會堅守信念，以科技去提升香港人的生活質素，積極推動香港以至全球電子商貿邁步向前。

有關集團2021年全年業績的詳情，請[按此](#)參閱公告。

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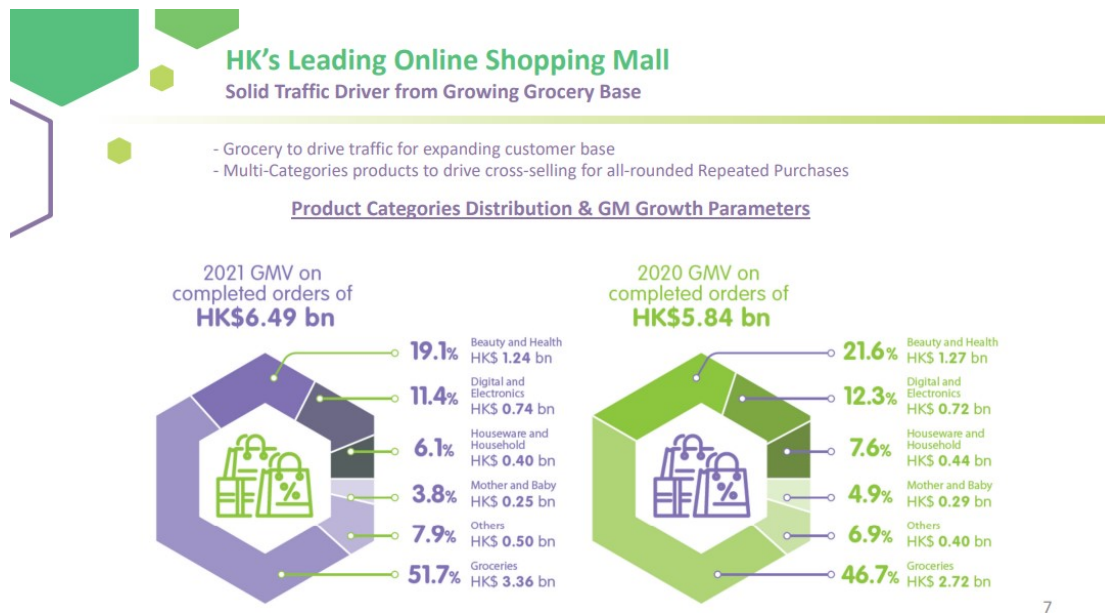
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HKTVMall
Open Databank

**Pledge to Offer the Best Last Mile Delivery
& Expand Automatic Fulfilment Capacity
Giving Full Play to the DNA of Venturing Spirit**

HKTV announced annual results 2021 which is not only the second consecutive profitable year, but also had encouraging performance in the following aspects:

- GMV on order intake in 2021 of HK\$6,573.1 million, a growth of 10.4% relative to 2020;
- On average daily order number, the growth momentum was maintained at an average daily order number from 36,300 in December 2020, to 41,400 in December 2021;
- We had a growth of 16.3% from 2020, reaching 1,287,000 unique customers who made purchases at HKTVmall in 2021;
- Turnover increased by 8.8% to HK\$3,130.2 million in 2021, including almost 4 times' growth in multimedia advertising income of HK\$90.5 million



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HKTVmall Sustains Its No.1 position in Hong Kong Online Shopping Mall

In 2021, HKTVmall achieved strong growth in business, outperforming the overall retail industry in Hong Kong. To further enhance and complete our fulfilment service, we will launch an important project in two phases by the end of 1H2022 and 1H2023. The aim is to shorten the delivery lead time for customer orders. In phase one, the order cutoff time will be changed from 9am each day to 1pm. This means that for customers placing orders before 1pm, they will receive their purchases on the next day. The target for phase two is to enable goods to be delivered to customers the next morning so long as the order is placed before midnight. To achieve this target, we must be able to provide third party logistics service. Also, the top 85% merchant products will be stored and picked in HKTVmall automated fulfilment centre. Therefore, we will build a larger logistics warehouse with most of the merchants making use of our logistics service on paid basis with us handling their goods. This will not only enhance the quality of customer fulfilment service, but will also enhance the bonding and mutual reliance between us and the merchants.



Pledge to Offer the Best Last Mile Delivery

Phase I (by end of 1H 2022)

Order by **1pm**
Will be Delivered by
Next Day



- Earlier order cut-off time
- Additional 40 delivery trucks in operation

Phase II (1H 2023)

Order by **Midnight**
Will be Delivered by
Next Day



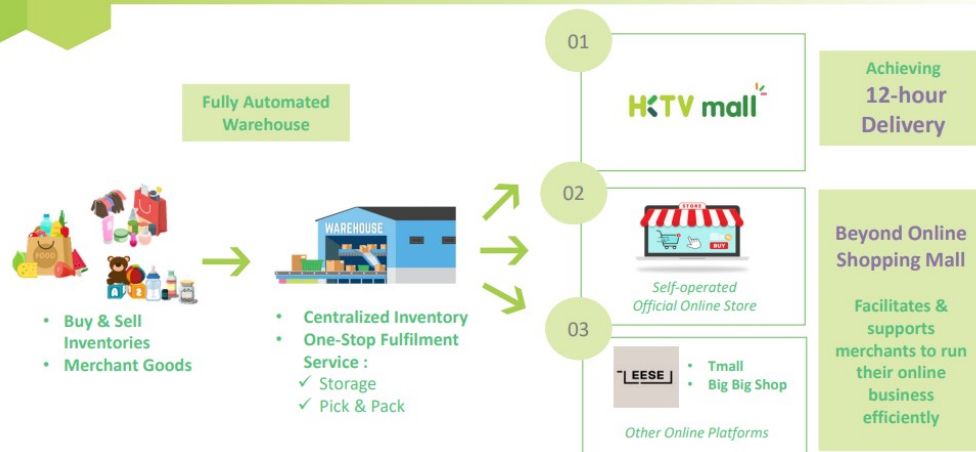
- Expanding fulfilment facilities by additional 150,000 – 200,000 sq. ft.
- Stock existing 85% SKU in our warehouse

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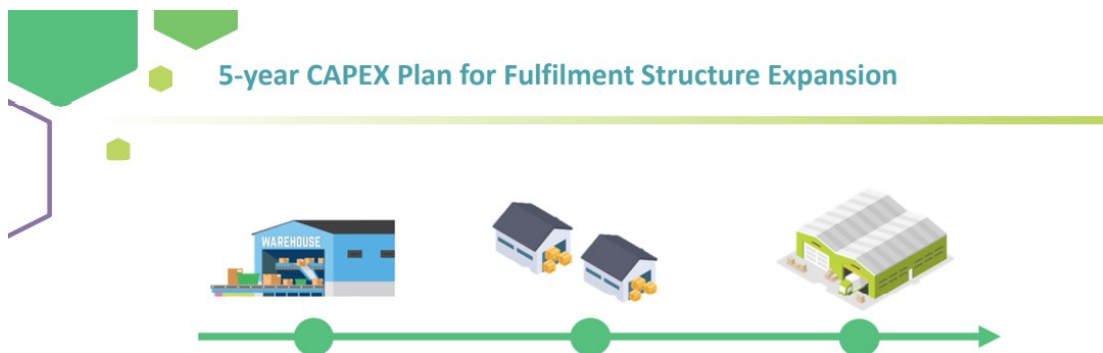
This is the best time for HKTVmall to leverage on its solid foundation to continue investing more in online shopping business compared to other Hong Kong companies, whether it is software technology, automated warehouse, fulfilment logistics fleet and big data analysis. We will continue to be the No.1 online shopping mall in Hong Kong.



What's more? 3rd Party Logistics Services



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Technology Business — Shoalter

Shoalter's first local client powered by its end-to-end Ecommerce solution – EESE had its grand launch to the market in December 2021. According to Google Analytics, the user traffic at EESE was increasing consistently and in week 16 since its launch on 1 December 2021, the 7-day active users reached approximately 250,000 users. We will devote full efforts to provide full suite of technology support, to assist EESE, to become a successful role model. On the other hand, we will look for overseas market development in full force after the pandemic.



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The globally unique “Fully Automated Retail Store” built by Shoalter Automation Limited

We have completed the installation for the first “Fully Automated Retail Store” with pilot run in software and hardware in full swing. We are confident that the first several “Fully Automated Retail Stores” will be launched in UK within this year as planned. At the same time, Amazon Fresh and Tesco in UK, have opened six to

seven “unmanned stores” in London. The technologies deployed are totally different from ours. They installed several hundreds of camera on the ceiling of a normal store, in order to use visual analytic technology to analyze every “action” of the customers to determine whether they are buying certain goods and debit their credit cards directly. Although this model can bring entry and exit convenience to customers, there is no competitive advantage in terms of operating costs. In reality, as what we have seen in London, the manpower required is more than a normal store. And as they need to cater for the operation of visual analysis, the goods on shelves have to be tidier. They also need more security guards to prevent theft.

Our patented invention is indeed a totally different technology concept. The store will be operating 24 hours and will not require any manpower for surveillance and theft prevention. Labour costs are saved significantly. We strongly believe that this model is the perfect solution in cost efficiency for “unmanned store” or “Fully Automated Retail Store”.



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Over the past 30 years, the successes that the Group has achieved in various industries mainly derived from our attitude — dare to try, dare to fail, dare to examine and make use of technology to transform every industry. This applied to IDD telecom, fibre broadband and even TV content production. Investing in technology may fail, and we cannot be sure of the chance of success. On the contrary, if we do not give it a try, there is certainly no chance of success. The DNA of our entire team from top to bottom is full of venturing spirit, which is the “soul” lacking in most of the big corporates.

We sincerely thank all Talents for the great efforts, as well as the support and trust from our dear merchant partners, investors and customers. In future, we will stick to our beliefs and make use of technology to improve the quality of life of Hong Kong people, as well as promote the development of e-commerce in Hong Kong and all over the world.

Please [CLICK HERE](#) for details of HKTV annual results 2021.

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