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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 March 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 March 2022.

(1) eCommerce Business Update

In February 2022, in response to the severity of the fifth wave of the COVID-19 pandemic and the uncertainty of the possible implementation of Compulsory Universal Testing scheme and lock down measures in Hong Kong, the consumer purchases in groceries and personal care products was overwhelming. As the fifth wave of the pandemic passed the peak with decreasing inflection cases recorded during March 2022, the necessities purchases have resumed to a relatively normal state.

At HKTVMall, the Average Daily GMV on Order Intakeⁱ had a slight increase when comparing to January 2022, the month before the peak of the fifth wave, at HK\$23.2 million (January 2022: HK\$22.5 million) and even represented a 17.8% growth comparing to December 2021 (December 2021: HK\$19.7 million). On the other hand, after various efforts made, HKTVMall’s fulfilment manpower was restored in 2 weeks’ time, and our business partners’ operating conditions were largely improved. In this regard, the fulfilment lead time for customer order delivery was resumed to normal level.

We would like to express our heartfelt thanks to all logistics, fulfilment and O2O shop frontline teams and our backend teams for the diligent support during the challenging time. We also appreciate all the supports from our catering and restaurant customer order pick-up partners, temporary frontline workforce and patient customers.

We shall continue putting all efforts in serving as many customer orders as possible, no matter in good time or difficult moment.

(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 March 2022 is summarised as below:

	In the month of			Change in Percentage	
	March 2022	February 2022	March 2021	March 2022 vs February 2022	March 2022 vs March 2021
Average daily order number (rounded to the nearest hundred)	48,300	59,300	35,700	(18.5%)	35.3%
Average order value (rounded to the nearest dollar)	HK\$480	HK\$515	HK\$475	(6.8%)	1.1%
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$23.2 million	HK\$30.5 million	HK\$16.9 million	(23.9%)	37.3%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$718 million	HK\$854 million	HK\$525 million	(15.9%)	36.8%

	In the month of		
	March 2022	February 2022	March 2021
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	534,000	582,000	415,000

	In the month of		
	March 2022	February 2022	March 2021
Monthly Active App Users ⁱⁱ (rounded to the nearest thousand)	1,650,000	1,654,000	1,375,000

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, 12 April 2022

As at the date of this announcement, the Board comprises:

Executive Directors:

Cheung Chi Kin, Paul (Chairman)

Wong Wai Kay, Ricky (Vice Chairman and Group Chief Executive Officer)

Wong Nga Lai, Alice (Group Chief Financial Officer and Company Secretary)

Lau Chi Kong (Chief Executive Officer (International Business))

Zhou Huijing (Chief Executive Officer (Hong Kong))

Independent Non-executive Directors:

Lee Hon Ying, John

Peh Jefferson Tun Lu

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