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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 September 2022

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

(1) eCommerce Business Update

Subsequent to the disbursement of Phase II government consumption vouchers in August 2022, the average daily Gross Merchandise Value¹ (“**GMV**”) on order intake only had a mild decline by 4.7% in September 2022 reaching HK\$22.2 million per day (August 2022: HK\$23.3 million per day), but represented an 8.8% growth comparing to July 2022 of HK\$20.4 million per day and 22.7% growth comparing to September 2021 of HK\$18.1 million per day.

Furthermore, in terms of Number of unique customers who made purchases at HKTVMall, the customer number has been further strengthened reaching 550,000 in September 2022, comparing to 533,000 in July 2022 and 491,000 in September 2021.

The above performance has reaffirmed the structural change in consumer behaviour migrating from offline to online.

(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 September 2022 is summarised as below:

	In the month of			Change in Percentage	
	September 2022	August 2022	September 2021	September 2022 vs August 2022	September 2022 vs September 2021
Average daily order number (rounded to the nearest hundred)	50,800	51,500	40,400	(1.4%)	25.7%
Average order value (rounded to the nearest dollar)	HK\$436	HK\$451	HK\$448	(3.3%)	(2.7%)
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$22.2 million	HK\$23.3 million	HK\$18.1 million	(4.7%)	22.7%
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$665 million	HK\$721 million	HK\$543 million	(7.8%)	22.5%

	In the month of		
	September 2022	August 2022	September 2021
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	550,000	572,000	491,000
	In the month of		
	September 2022	August 2022	September 2021
Monthly Active App Users ⁱⁱ (rounded to the nearest thousand)	1,471,000	1,516,000	1,594,000

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 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, 11 October 2022

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

Executive Directors:

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 and Company Secretary)

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

Ms. Zhou Huijing (Chief Executive Officer (Hong Kong))

Independent Non-executive Directors:

Mr. Lee Hon Ying, John

Mr. Peh Jefferson Tun Lu

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 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.