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Business Update and Unaudited Operational Information for January 2023

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 January 2023 of the Group.

(1) eCommerce Business Update

As a result of the long-awaited easing of travel restrictions and the long public and school holiday effect from the Chinese New Year, the average daily Gross Merchandise Value ("**GMV**") on order intakeⁱ had a year-on-year decrease by 4.9% to HK\$21.4 million per day in January 2023 (January 2022: HK\$22.5 million per day).

Nevertheless, certain key operational parameters in January 2023 have reflected the solid structural change on consumer behaviour, and we continue to expect the growing trend on the Group's eCommerce Business in 2023:

- 1. Average order value remained stable at HK\$468 (December 2022: HK\$467);
- 2. Number of unique customers reached approximately 552,000;
- 3. Monthly Active App Usersⁱⁱ maintained at approximately 1.5 million.

(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 2023 is summarised as below:

	In the month of			Change in Percentage	
	January 2023	December 2022	January 2022	January 2023 vs December 2022	January 2023 vs January 2022
Average daily order number (rounded to the nearest hundred)	45,700	49,300	47,400	(7.3%)	(3.6%)
Average order value (rounded to the nearest dollar)	HK\$468	HK\$467	HK\$476	0.2%	(1.7%)
Average Daily GMV on Order Intake ⁱ (rounded to the nearest hundred thousand)	HK\$21.4 million	HK\$23.0 million	HK\$22.5 million	(7.0%)	(4.9%)
Monthly GMV on Order Intake ⁱ (rounded to the nearest million)	HK\$664 million	HK\$713 million	HK\$699 million	(6.9%)	(5.0%)
				In the month of	
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)		Janu	ary 2023	December 2022	January 2022
		55	52,000	569,000	544,000
at fix1 vinan (founded to the hearest thou	sanu)			In the month of	
		Janu	ary 2023	December 2022	January 2022
Monthly Active App Users ⁱⁱ (rounded to the nearest thousand)		1,5	504,000	1,518,000	1,558,000

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, 6 February 2023

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:

 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 reinstalls 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.

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