

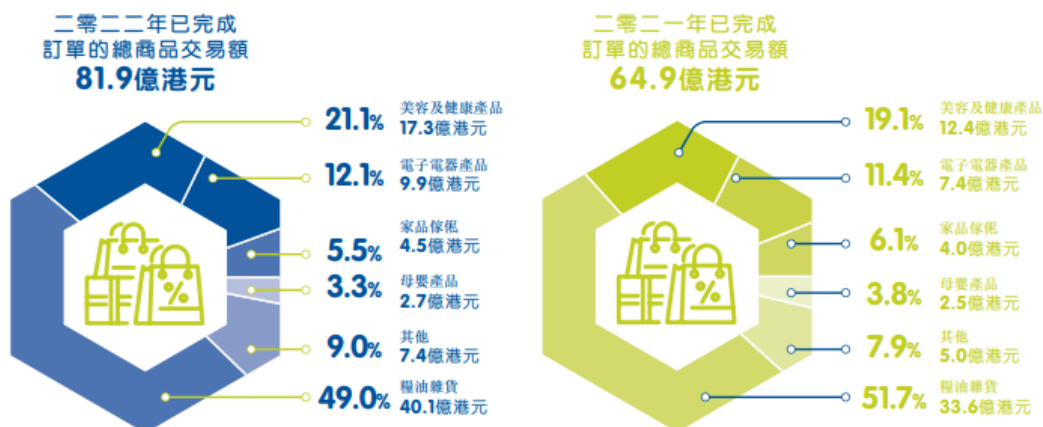


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HKTVmall 勢保持香港電子商貿業領導地位 堅持以「投資基建」和「科技研究」為核心 為各行業重新定義

集團日前公佈2022年全年業績，集團連續第三年獲得盈利。在電子商貿業務方面的業務表現維持高增長，繼續超越香港整體零售業的表現：

- 2022年的訂單總商品交易額為8,276,200,000港元，較去年增長25.9%；
- 2022年的獨立客戶數量達1,412,000名，較去年增長9.7%；
- 平均每日訂單量由2021年12月41,400張，增加至2022年12月49,300張；以及
- 所有主要產品類別的總商品交易額有全線增長，尤其美容及健康產品及電子電器產品更分別錄得比2021年多39.5%以及33.8%的增長。



與香港零售業「一齊贏」

2023年，我們的目標是與香港零售業「要贏，一齊贏」，我們希望與HKTVmall商戶，甚至其他零售商及本地或國際品牌一同進步。未來多個重點項目，亦圍繞這個目標而生；除了進一步鞏固我們在於網購消費者市場佔有率的主導地位，亦希望透過應用先進科技及系統研發，服務香港零售業，與他們建立合作夥伴關係。

電子商貿業務相關計劃

1. HKTVLive — 2023年4月試播，5月正式推出

我們將會今年內推出一個嶄新的「視頻銷售」服務。我們將直播購物頻道延伸至非HKTVmall商戶，讓任何擁有實體店的商戶、零售商及本地或國際品牌擁有者都可以於HKTVmall手機應用程式製作直播節目，首階段支緩70條直播頻道，並逐步擴展至100條頻道。「視頻銷售」與現時HKTVLive截然不同，商戶可隨時隨地進行「視頻銷售」，並利用實體店空間及店舖內的售貨員擔任主持，用盡實體店的現有資源，節省額外設置成本。



2. 擴展香港以外的市場 — 英國市場目標於2023 年第二季推出

憑藉我們完善的基建、約4,800個商戶及供應商以及HKTVmall上超過1,300,000件不同種類的產品，我們與第三方物流服務供應商合作，擴展最後一哩的送遞擴展至香港以外的地點。我們首個拓展的市場為澳門，已於2022年12月試行，目標為澳門居民以及中國內地跨境旅客。我們下個市場為英國，並配以低於一般市場價格約一半的運費。我們將繼續發掘其他地點的商機，例如加拿大、澳洲等。

科技業務相關計劃

1. 第三方物流服務（「3PL 服務」） — 2023年第二季試行，7月正式推行

我們深信「網購基礎建設」能夠構成長遠優勢，因此我們不斷積極發展B2C物流基建，包括興建自動化配送中心及智能化物流車隊。現時我們全力於青衣及將軍澳總部擴建兩個物流中心，以發展3PL服務。

我們的第三方物流中心以先進的自動化科技設備運作，配合機械臂及系統，可提升執貨及包裝的效率及準確度，減低HKTVmall商戶的營運成本，令到商戶做網購生意比做實體店零售可以賺取更多；並進一步提升服務承諾，年中無休，包括週末及公眾假期，快至8至12小時內送達，即客戶於早上10時前落單，我們可於同日晚上送遞。

Launch of 3PL Service



2. 全方位「獨立網店」方案 — 2023年4月上旬試推，7月正式推出

我們將推出全新的「獨立網店」方案，為本地及國際零售商提供一站式建構及管理網店服務，以一個操作簡單方便的系統，建立專門的網站域名、設計及營運自己網上業務的電子商店，亦可管理客戶訂單、使用市場推廣及宣傳工具、數據分析工具及開放式送遞服務選擇。商戶更可選擇同時在HKTVMall營運，以一個系統管理兩間網店，提升營運效率。

所有「獨立網店」都會展示於HKTVMall手機應用程式內的「HKTVshops」，將HKTVMall每月約1,500,000名活躍使用者帶到商戶的獨立網店，為商戶提供穩定的人流；商戶亦可透過分析訪客及客戶數據，更精準地制定市場策略，將產品有效地推廣至目標顧客群。

Launch of HKTVshops Solution



- To acquire potential merchants who cannot comply with existing HKTVMall business model
- To provide more than an online store software service
- Efficient store operation management with one single system for HKTVMall platform and official e-store
- Strong traffic diversion support

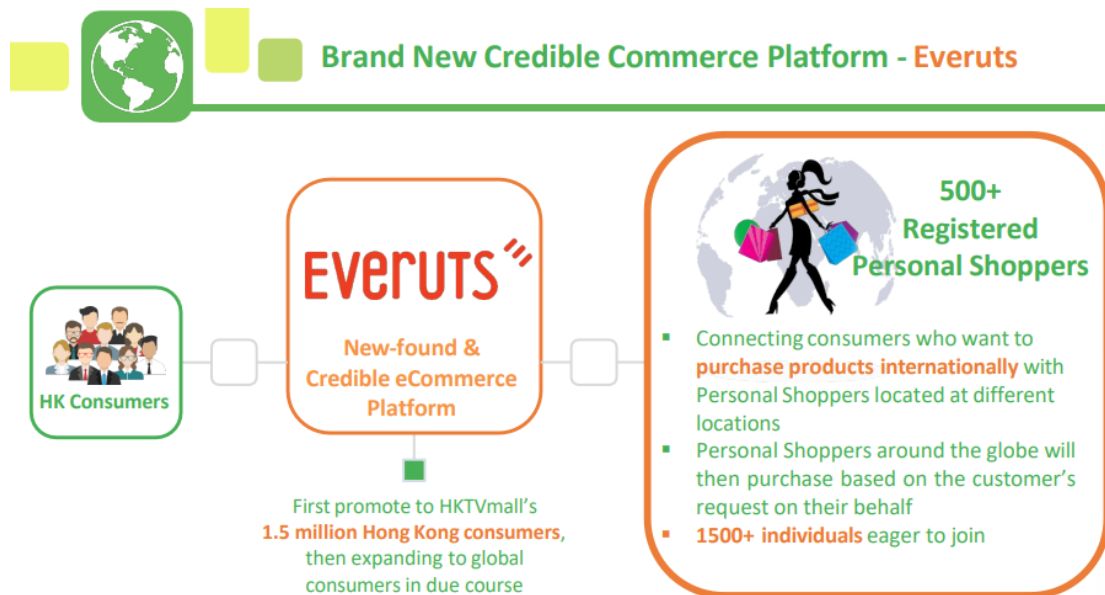


3. Everuts — 一個配對全球消費者與全球代購員的安心平台，已於2023年1月推出

本集團透過旗下附屬公司Offbeat Technology Hong Kong Limited 推出全新跨地域「代購服務」Everuts，提供一個可靠可信的代購服務平台，這個平台除了配對消費者與全球各地代購員之外，更重要的是保證代購員出貨後收到款項，亦保證消費者付款

後一定收到貨品，其功能就像銀行為世界各地出入口商發出「信用證」(Letter of Credit) 一樣。

我們首先依賴香港百多萬的HKTVMall客戶的需求，從而去建立一個數千甚至過萬的全球代購員網絡，然後再向世界各地的消費者推廣此項服務。



4. 已取得專利的全自動零售商店及系統 —於2023年年中於英國曼徹斯特推出營運

首間由我們自行研發並已取得專利的全自動零售商店及系統現正進行商店內部裝修。在英國開展業務的初期，所謂人生路不熟，中間遇到很多困難，過往一年我們逐一解決問題和努力適應當地的營商環境和法規，令計劃不斷延遲。香港及英國的工程團隊正努力增加並改良機械設計及容量當中，並為大量生產作準備。

集團在過去8年走過不容易的道路，迎來成為香港電子商貿業的領導者，擁有百多二百萬香港數碼消費者的數據資料。未來，我們會繼續堅持信念，利用自身的成功經驗，提供多元化的營商方案，讓不同類型的商戶、零售商及品牌都能以較低的成本開展其網上業務，推動和帶領整個網購行業進步。

有關集團2022年全年業績的詳情，請[按此](#)參閱公告。

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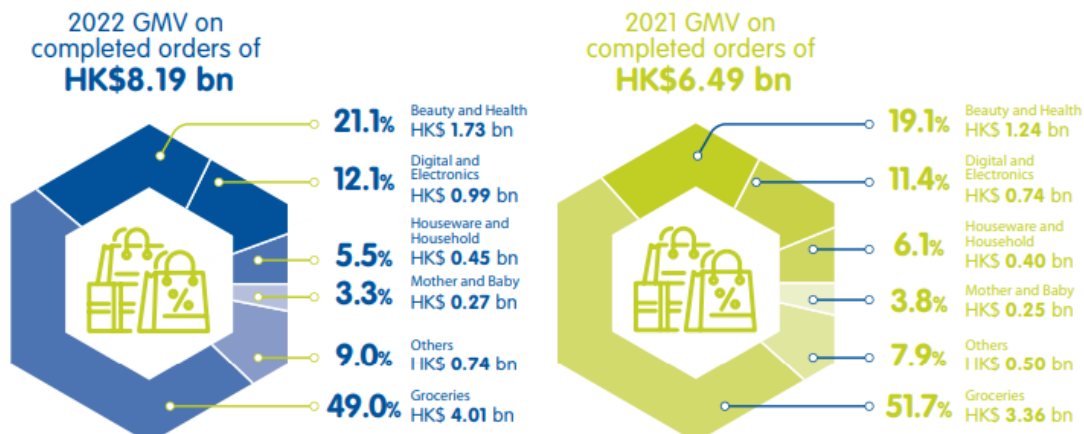
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**HKTVMall Maintains Its Leading Position
in HK eCommerce Market**

Always Build Our Cores on "Infrastructure Investment" & "Technological Research" to Redefine Different Industries

HKTVM announced its annual results for 2022, which is the third consecutive year the Group reported profitable. The business performance of HKTVM has maintained high growth, outperforming the overall performance of Hong Kong's retail industry:

- The GMV on order intake increased by 25.9% reaching HK\$8,276.2 million in 2022;
- The number of unique customers increased by 9.7%, reaching 1,412,000 in 2022;
- Average daily orders increased to 49,300 orders per day in December 2022 from 41,400 orders per day in December 2021; and
- An across-the-line GMV growth on all major product categories is recorded, in particular on Beauty and Health increased by 39.5% and Digital and Electronics increased by 33.8% comparing to 2021.



Win Together with Hong Kong Retail Industry

In 2023, our goal is "Win Together" with Hong Kong's retail industry. We hope that HKTVM can grow with the merchants, and even other retailers and local or international brands, together. There will be several core projects which target to "win together with Hong Kong's retail industry" rolling out. Besides further consolidating our market-leading position in online shopping consumer market, we actively invest in a number of new businesses to serve Hong Kong's retail industry and establish collaborative partnership relation through applications of advanced technology and system innovations.

Projects on eCommerce Business

1. **HKTVM Live – will be soft-launched in mid-April and grandly launched in May**

We will extend the live shopping channel to non-HKTVM merchants, allowing any

merchants or retailers and local or international brand owners with physical stores to create live shows on HKTVmall App. In the first phase, we will support 70 live channels, and will gradually expand to 100 channels. Unlike the existing HKTVLive, merchants can conduct “Video Sales” anytime and anywhere, using the space and salespersons in their physical stores as hosts, making use of the existing resources of physical stores thus saving additional setup costs.



2. Market Expansion Beyond Hong Kong – Target to launch in Q2 of 2023 for United Kingdom

Taking advantage of our well-established infrastructure, approximately 4,800 merchants and suppliers and over 1.3 million wide spectrum of product items at HKTVmall, we are expanding our last mile delivery to locations beyond Hong Kong by partnering with third party logistics service providers.

Our first expansion market is Macau which had its trial launch in December 2022 targeting local Macau residents as well as Mainland Chinese visitors. Our next market will be the United Kingdom with highly competitive shipping charges at as low as 50% off from normal market price. We shall continue to explore business opportunities in other locations, such as Canada, Australia, etc.

Projects on Technology Business

1. Third Party Logistics Service (“3PL Service”) — will be soft-launched in 2Q2023 and grandly launched in July

We believe “online shopping infrastructure” will become a long-term advantage. Therefore, we have been actively developing B2C logistics infrastructure, including building automated logistics centres and intelligent logistics fleets. Now, we are putting all efforts into expanding our two logistics centres in Tsing Yi and Tseung Kwan O headquarters for developing 3PL Service.

Our Third Party Logistics Centre is operated with advanced automated technology settings, equipped with robotics arms and systems to enhance efficiency and accuracy in the pick-and-pack operations, which lower operation cost for HKTVmall merchants while allowing them to gain higher profit in eCommerce business than in running their physical stores. It also further achieves our service pledge of operating all year round, including weekends and public holidays, with a fast delivery within 8 to 12 hours, which means our customers who place their orders before 10am can receive the orders at night on the same day.



2. All-in-One “Independent eStore” Solution – will be soft-launched in April and grandly launched in July

We will initiate a brand-new “independent eStore” solution, which offers a one-stop eStore setup and management service to both local and international retailers. With a user-friendly system, merchants are allowed to set their domains, design, and operate their eStores in addition to managing customer orders, using various tools for marketing, promotions, and data analysis, and having flexible delivery options in one system. On top of these, merchants also have the option of running their online stores on HKTVmall at the same time and managing both online stores in one system, which can improve the operation efficiency.

Every “independent eStore” will also appear in “HKTVshops” in HKTVmall app, where approximately 1,500,000 monthly active users will be brought to merchants’ independent eStores, to provide merchants with stable traffic. Merchants can also analyze visitor and customer data to plan precise marketing strategies and promote their products to the targeted customer segment effectively.

Launch of HKTVshops Solution



- To **acquire potential merchants** who cannot comply with existing HKTVmall business model
- To provide **more than an online store software service**
- Efficient store operation management with **one single system** for HKTVmall platform and official e-store
- Strong traffic diversion support



3. Everuts – A reassuring platform matching global consumers and international personal shoppers officially launched in January 2023

Earlier this year, the Group launched a new cross-border “personal shopping” service called Everuts through its subsidiary Offbeat Technology Hong Kong Limited, providing a credible and trustworthy platform for personal shopping services. This platform not only matches consumers with global personal shoppers but more importantly ensures the shopper will get paid after shipping, whilst the buyer will receive the goods after payment. It can be seen as an analogy to a bank issuing a letter of credit for global import and export merchants.

A good start is to first leverage the needs of the millions of HKTVmall customers in Hong Kong. This then allows us to establish a network of thousands or even tens of thousands of international personal shoppers to which we then promote this service to consumers around the world.



4. Patented Fully Automated Retail Store and System – will be launched in Manchester of the United Kingdom on mid-2023

The interior decoration of the store is currently underway. During the initial phase of starting our business in the UK, we encountered many difficulties due to unfamiliarity with the local business environment and regulations. In the past year, we have resolved them one by one and adapted to the local business environment and regulations, which caused certain delay in the plan. Our engineering teams in Hong Kong and the United Kingdom are in the process of enhancing and upgrading machine design and capability and preparing for mass production.

The group has gone through a difficult road in the past 8 years, gradually dominating the leadership position of the Hong Kong eCommerce industry that possesses data from over one to two million online consumers in Hong Kong. In the future, we will continue to adhere to our beliefs, fully utilize our successful experiences to provide diversified business solutions and enable different types of merchants, retailers, and brands to develop their online businesses at lower costs, promoting and leading the progress of the entire eCommerce industry.

[CLICK HERE](#) for more details on HKTV annual results 2022.

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