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## 全力發展HKTVmall獨特而全面的電子商貿模式 集團透過不斷創新、科研和投資以持續發展

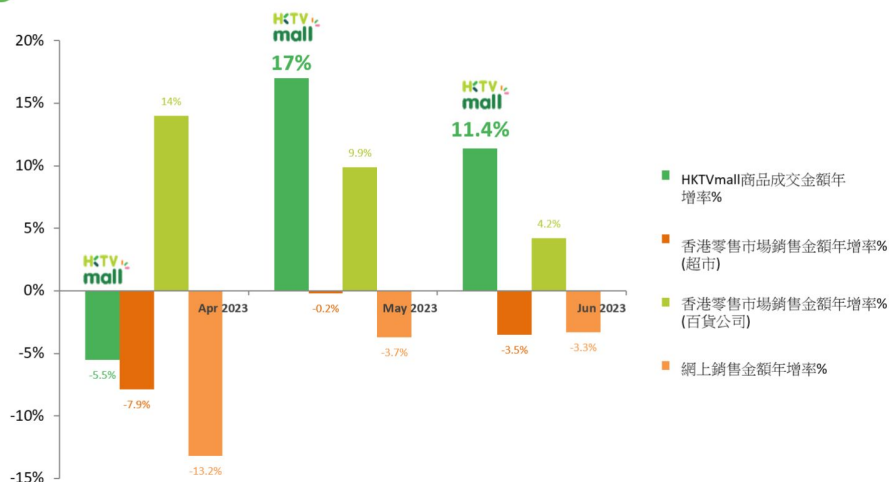
集團日前公佈2023年中期業績報告，於2023年上半年維持溢利，電子商貿業務亦取得穩定的成績：

1. 2023年上半年集團的淨溢利為48,700,000港元；
2. 2023年上半年集團的營業額達1,828,600,000港元；
3. 2023年上半年HKTVmall的訂單總商品交易減少3.8%至4,028,000,000港元。這輕微的跌幅歸因於兩個原因 — (1) 香港經濟尤其是超級市場行業復甦較預期慢；以及 (2) 2023年上半年沒有出現像2022年2月及3月第五波新型冠狀病毒疫情引發的對糧油雜貨及個人護理產品需求激增的情況；
4. 曾於HKTVmall購物的獨立客戶人數由2022年上半年的1,107,000名增長至2023年上半年1,229,000名，代表了一個不斷增長的客戶基礎，為長期可持續發展提供支持。

香港網購消費者繼續於網上消費，並沒有返回到線下實體店消費。消費者逐漸由線下轉向網上消費，已是大勢所趨，不能逆轉。面對未來艱巨且急速劇變的營商環境，集團必須保持全面而獨特的電子商貿模式，並不斷創新、科研和投資，保持集團的競爭優勢。



## 在香港零售市場上領先同行類別



資料來源：香港特別行政區政府政府統計處公佈零售業銷售額按月統計調查報告

## 電子商貿業務相關項目

### 1. 「點選播放視頻」功能 — 預計2023年第三季推出

HKTVMall積極為商戶開發不同的網上銷售工具，包括：HKTVLive 視頻銷售、ShareHub 社交平台以及GroupChat。HKTVLive自推出以來深受客戶歡迎，因此HKTVMall將邁出更大的一步，預計於2023年第三季推出「點選播放視頻」，讓HKTVMall用戶可以隨時選擇觀看自己感興趣的內容，不僅限於購物。「點選播放視頻」歡迎內容創作者以分成方式根據自己的想法和風格向HKTVLive提供內容，令內容庫更豐富。我們相信這個點選播放新功能提供的多元化和創新內容，將延長用戶的觀看時間，有利於增加不同產品的交叉銷售機會。

點選播放視頻



預計推出時間

2023年第三季



- 顧客可以享受購物之外的多元化創意內容
- 停留時間更長並提高用戶保留率
- 內容創作者可以獲得多種收入機會，包括收視率和銷售佣金

## 2. HKTVmall繼續擴展香港以外市場 — 預計於2023年第三季至第四季推出有關服務

對於維持與現有客戶的聯繫，即使他們遷居他處，將HKTVmall的產品及服務範圍伸延至香港以外的消費者群體至關重要。此外，這也為HKTVmall提供了在當地開拓新潛在客戶的機會，擴大客戶基礎。因此，繼推出「直送澳門」及「直送英國」後，HKTVmall正計劃將服務範圍延伸至其他地區，包括派送至澳洲及加拿大。

## 3. Everuts — 陸續將服務擴展至其他亞洲地區

另外，集團於2023年年初推出Everuts，目標為世界各地消費者提供一個安心和值得信賴的代購服務，這項服務令我們的服務範圍超越香港。依靠HKTVmall已建立的龐大消費群和品牌在香港的知名度，我們已經建立了一個擁有全球2,000名「代購員」的網絡。於2023年7月，Everuts已將其代購服務擴展到泰國市場，使泰國消費者能夠透過Everuts 應用程式進行更有效率的全球購物。隨後，我們將會進一步向其他亞洲國家推廣Everuts的服務。

### 新功能



#### 直接訊息傳遞 (DM)

客戶可以輕鬆聯繫他們的代購員來調整他們的要求，甚至尋求建議



#### 群組訊息 (即將推出)

客戶可以與所有朋友和其他有共同興趣的客戶分享想法



- 在 30 個國家的代購員數量已達 2,000 名 (2022 年為 500 名)，而且數量每天都在增加
- 推出全新「旅行購物計劃」，專為經常從香港出發的探險家、時尚達人、旅遊達人等量身定制。

## 科技探索項目

### 1. 第三方物流服務 — 預計2023年第四季全面推出服務

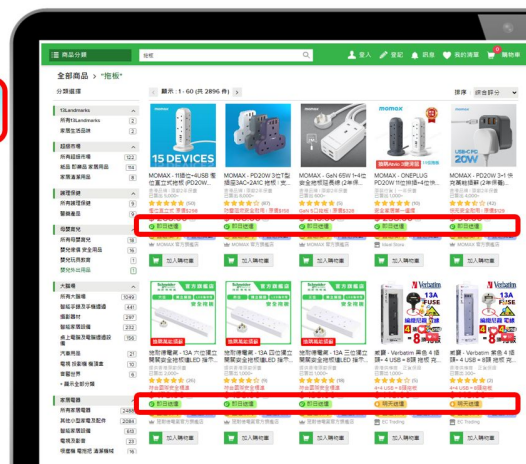
現時，HKTVmall 已經約有10,000件超市類貨品，提供八小時即日送服務。為迎合消費模式的轉變，我們為HKTVmall商戶提供第三方物流服務（「3PL服務」）。額外144,000平方呎的第三方物流配送中心已自2023年5月開始試運，預計於2023年第四季全面推出服務。考慮到產品組合的變化，該新成立的中心將能夠處理大約100,000種商戶產品。此外，考慮到每張訂單的複雜性和結構，分揀系統每天將能夠處理超過20,000張訂單。

第三方物流服務連同「街市即日餵」服務目標做到一年364日，消費者能夠有80,000至100,000件貨品選擇，涵蓋大部份濕貨街市、超市和個人護理產品，提供3至8小時即日送的服務。



## 第三方物流服務 八小時送貨

- 自五月起試運，參與試行的一些商戶於得到HKTVMall在提升曝光率的支援下，業務均錄得大幅增長
- 已改善搜尋頁面的設計，讓客戶可以揀選即日派送貨品
- 可以即日派送的产品會有更高的搜尋排名



## 2. 全自動化零售商店及系統 — 於英國曼徹斯特開始試業營運

首間由集團自行研發的全自動零售商店及系統，已於英國曼徹斯特開始試業營運。這個項目是本集團於零售自動化方面的重要里程碑。其品牌「in:Five」是標誌著客戶以手機應用程式落單購物，至到店智能櫃取貨，只需要五分鐘時間。現在我們拭目以待，觀察消費群對此種新的銷售方式有何反應。技術團隊亦同時進行有關技術上的提升，為降低成本和大量生產安裝作準備。



## 全自動零售商店及系統



有關集團2023年中期業績報告的詳情，請[按此](#)查看公告。

## **Full Effort in Developing HKTVmall's Unique & Comprehensive eCommerce Model**

### **Develop HKTV Sustainably by Innovating, Scientific Researching & Investing**

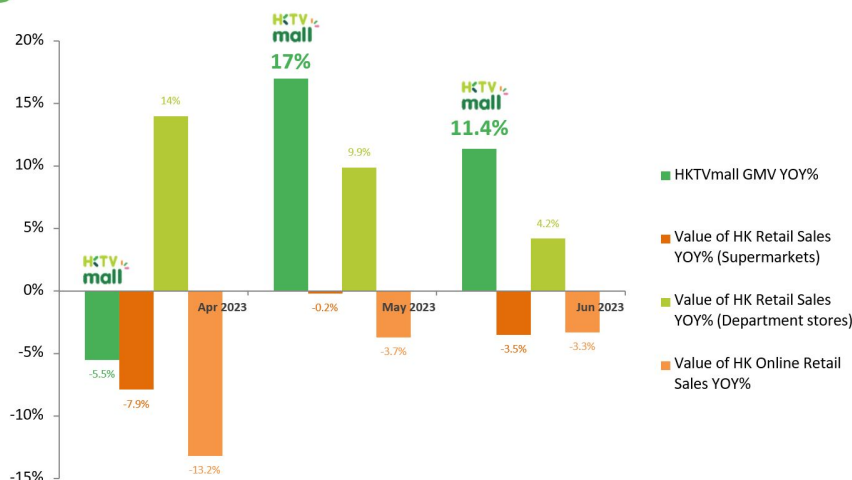
HKTV announced its 2023 interim results. The Group managed to maintain profitable in 1H2023 and stable growth in eCommerce business:

1. The Group's net profit amounted to HK\$48.7 million in 1H2023;
2. The Group's turnover recorded at HK\$1,828.6 million;
3. HKTVmall's GMV on order intake in 1H2023 of HK\$4,028.0 million, representing a decrease of 3.8%, which is mainly attributed to two reasons - (a) the slower than expected recovery of the Hong Kong economy particularly in the supermarket sector; and (b) similar circumstance of the spiked groceries and personal care products demand arising from the fifth wave of COVID-19 in 2022 did not happen during 1H2023;
4. The number of unique customers who made purchases at HKTVmall has increased from 1,107,000 in 1H2022 to 1,229,000 in 1H2023, which represented a growing customer base for long term sustainable growth.

It proves that online consumers in Hong Kong keep shopping online instead of switching back to making purchases in physical stores. Facing the daunting and rapidly changing business environment in the future, HKTV will keep the unique and comprehensive eCommerce model; and be determined and keep innovating, scientific researching and investing to maintain its competitive advantages.



## Outperformed Counterpart Categories in Hong Kong Retail Market



Source : Report on Monthly Survey of Retail Sales – issued by Census and Statistics Department Hong Kong Special Administrative Region

## Projects on eCommerce Business

### 1. HKTVMall “Video-On-Demand” Features - Target to launch in 3Q2023

HKTVMall has been actively developing different online sales tools for merchants, including HKTVLive video sales, ShareHub social platform, and Group Chat. Given the popularity of HKTVLive to the HKTVMall community, HKTVMall will move a big step further — “Video-On-Demand”, targeting to launch in 3Q2023. HKTVMall users can select their interested content anytime not only on shopping. We welcome content creators to provide content in their own ideas and styles to HKTVLive to enrich the content library on a revenue sharing basis. We believe the diversified and creative content provided by this Video-On-Demand new feature will extend the screen time of our users and enhance the product cross-selling opportunities at HKTVMall.



## A Step Further to Video-On-Demand



Target Launch in  
**Q3 2023**



- Customers can enjoy diversified and creative content beyond shopping
- Stay longer and increase user retention
- Content creators can access diverse revenue opportunities, including viewership and sales commission

## 2. HKTVmall's Market Expansion Beyond Hong Kong - Target to Launch in 3Q-4Q2023

Extending our range of products and services to consumers outside of Hong Kong is crucial for maintaining connections with our existing customers, even after their relocation. Additionally, it presents an opportunity to tap into new potential customers domestically, broadening our customer base. In this regard, after launching 'Ship to Macau' and 'Ship to UK', HKTVmall is working to extend the reach to other areas, including delivery to Australia and Canada.

## 3. Everuts - Further Expansion to other Asian Countries

HKTV launched Everuts in early 2023, aiming to offer consumers around the world a secure and creditable international shopping service, extending our service scope beyond Hong Kong. Relying on the huge consumer base and brand reputation HKTVmall has established in Hong Kong, we have already built a network with 2,000 personal shoppers globally. In July 2023, Everuts extended its personal shopper services to the Thai market providing a more effective global shopping reach through the Everuts App. Soon, Everuts' service will be promoted to other Asia countries.



#### New Functions



##### Direct Messaging (DM)

Customers are able to easily contact their personal shopper to fine tune their request, or even ask for suggestions



##### Group Messages

(Coming soon)

Customers can share ideas with all their friends and other customers with common interests



- Reached **2,000** (vs 500 in 2022) **Personal Shoppers "Exploruts"** in **30 countries** and growing everyday
- Started the new **"Travelling Personal Shopper program"**, tailored to Exploruts who travel frequently from Hong Kong such as explorers, fashionistas, travel influencers, etc.

## Technology Venture Projects

### 1. **Third-Party Logistics Service - Target to Have Full Service Launch in 4Q2023**

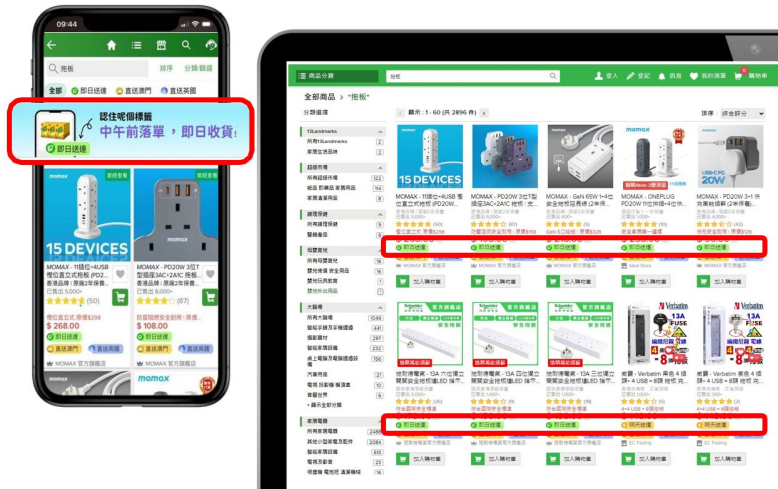
Currently, about 10,000 supermarket products are available for same-day delivery service within 8 hours. To cater for the change in consumption patterns, we offer third-party logistics services ("3PL service") for HKTVmall merchants. The set up of the additional 144,000 square feet fulfilment centre has started its trial run in May 2023. It is expected to have full service launch in 4Q2023. This newly established centre will have the capacity to handle approximately 100,000 merchant products, taking into account variations in product mix. Moreover, the picking system will be equipped to process over 20,000 orders per day, considering the complexity and structure of each individual order.

With 3PL service and "Wet Market Express" service, we target to provide consumers with options from 80,000 to 100,000 products, covering products from the wet market, supermarket and personal care, with same-day delivery within 3 to 8 hours, 364 days a year.



## Automated 3PL Service For 8hr Delivery

- With improved delivery lead time and support on additional exposure, 3PL merchants are having **significant business growth after joining 3PL service**
- Enhance frontend interface for users to select same day delivery items
- Given additional searching scores to same day delivery products

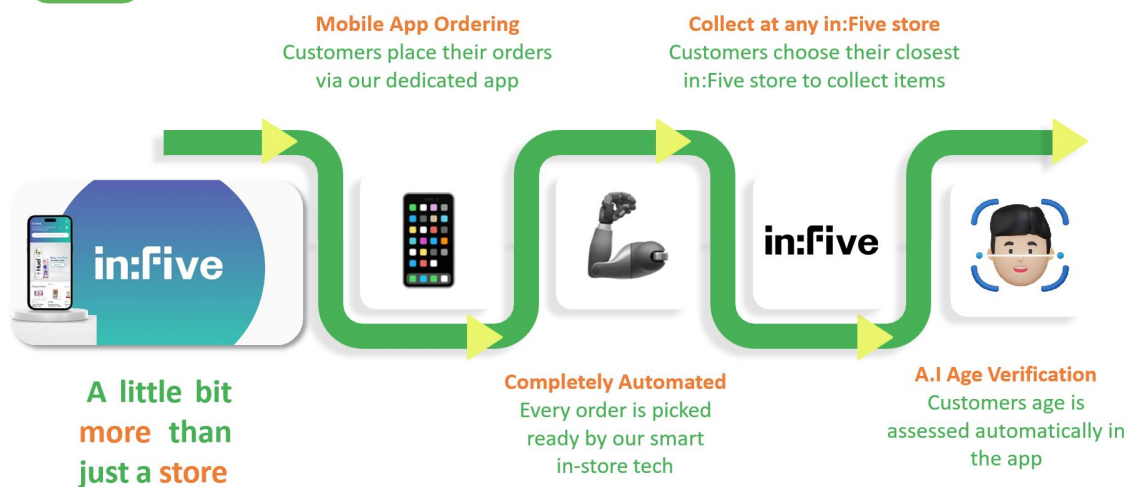


## 2. Fully Automated Retail Store and System - Trial Operation in Manchester, the United Kingdom

Our first self-invented Fully Automated Retail Store and System has started trial operation in Manchester, the United Kingdom. This project is an important milestone for the Group in retail automation. The brand “in:Five” symbolizes that it only takes 5 minutes from customers placing orders on mobile app, to collecting the items at elockers at our store. Now, we are waiting and observing how the consumer groups react to this new sales model. In the meantime, the technical team is also working on enhancements on the related technology to reduce costs and prepare for mass production and installation.



## Automated Retail Store Soft Launch



For more details on the 2023 interim results, please [click here](#) to visit the announcement.

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