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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 2024**

The board of directors (“**Board**”) of Hong Kong Technology Venture Company Limited (“**Company**” and together with its subsidiaries, “**Group**”) is pleased to announce certain business update and unaudited operational information for March 2024.

**(1) Hong Kong Ecommerce Business Update**

After the extended public and school holiday in February 2024, the business and operational performance of the Hong Kong Ecommerce Business saw a remarkable recovery in March 2024.:

1. The Average Daily Gross Merchandise Value (“**GMV**”) on Order Intake<sup>i</sup> increased to HK\$22.1 million in March 2024 (February 2024: HK\$21.6 million), reaching total GMV on order intake of HK\$684.0 million (February 2024: HK\$626.0 million);
2. Number of unique customers reached approximately 614,000 (February 2024: 593,000);
3. Monthly Active App Users<sup>ii</sup> reached approximately 1.65 million (February 2024: approximately 1.58 million).

**(2) The unaudited operational information of the Group's Hong Kong Ecommerce business (excluding the sales of HKTVmall cash vouchers) for March 2024 is summarised as below:**

	March 2024	In the month of		March <sup>iii</sup> 2023	Change in Percentage	
		February <sup>iii</sup> 2024 (restated)	January <sup>iii</sup> 2024 (restated)		March 2024 vs February 2024	March 2024 vs March 2023
<b><u>Hong Kong Ecommerce business</u></b>						
Average daily order number (rounded to the nearest hundred)	50,100	50,300	52,000	49,600	(0.4%)	1.0%
Average order value (rounded to the nearest dollar)	HK\$441	HK\$429	HK\$467	HK\$448	2.8%	(1.6%)
Average Daily GMV on Order Intake <sup>i</sup> (rounded to the nearest hundred thousand)	HK\$22.1 million	HK\$21.6 million	HK\$24.2 million	HK\$22.2 million	2.3%	(0.5%)
Monthly GMV on Order Intake <sup>i</sup> (rounded to the nearest million)	HK\$684 million	HK\$626 million	HK\$752 million	HK\$688 million	9.3%	(0.6%)

	In the month of		
	March 2024	February 2024	March 2023
Number of unique customers who made purchases at HKTVmall (rounded to the nearest thousand)	614,000	593,000	567,000
	In the month of		
	March 2024	February 2024	March 2023
Monthly Active HKTVmall App Users <sup>ii</sup> (rounded to the nearest thousand)	1,651,000	1,576,000	1,522,000

**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 2024

*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*

*Mr. Ann Yu Chiu Andy*

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 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.
- iii. As disclosed in the Annual Results for the year ended 31 December 2023 dated 27 March 2024, to better reflect the segment performance according to the service nature, allocation of resources and performance assessment of the lines of business, the management has updated the composition of the Hong Kong Ecommerce business segment and New Ventures and Technology business segment. The Hong Kong Ecommerce business segment represents the online shopping platform and offline business of HKTVmall including 3PL service and ThePlace. New Ventures and Technology business segment mainly includes Wet Market Express, Everuts, Fully Automated Retail Store and System, and Life Science project. In this regard, certain historical operational data is restated to reflect for the above changes.