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 June 2026

The board of directors ("**Board**") of Hong Kong Technology Venture Company Limited (the "**Company**") and together with its subsidiaries ("**Group**") is pleased to provide a business update on the Hong Kong Ecommerce Business including the unaudited operational information for June 2026.

(1) Business Update

Entering the second full month of the "Year-Round Discount Campaign", the Group continued to implement 15% discount promotions across supermarket, personal care, pet food, infant formula and diapers during weekends in June 2026 ("**15% Discount Campaign**")[i]. The Hong Kong Ecommerce Business recorded a moderation in performance compared to May 2026, being the first full month following the campaign launch, while continuing to expand market share on a year-on-year basis.

During the month under review, local competitors continued their promotional activities while mainland e-commerce platforms leveraged their domestic supply-chain advantages to pursue aggressive pricing strategies. The retail environment in Hong Kong has evolved into a highly competitive landscape.

Notwithstanding these headwinds, the Group achieved solid year-on-year growth in its Hong Kong Ecommerce Business, demonstrating the resilience of its competitive pricing strategy, hybrid complementary O2O Ecommerce infrastructure, and as quick as 8-hour fulfilment capabilities, supporting the Group's continued progress along its targeted growth trajectory.

Key operational metrics for June 2026 are as follows:

1. Monthly Gross Merchandise Value ("**GMV**") on Order Intake[ii] reached HK$718 million, representing a year-on-year increase of 10.0% (June 2025: HK$653 million), reflecting continued market share expansion;

2. Number of unique customers was 650,000, a year-on-year increase of 8.2% (June 2025: 601,000), demonstrating the continued growth of the customer base.

(2) The unaudited operational information of the Group's Hong Kong Ecommerce business (excluding the sales of HKTVmall cash vouchers) for June 2026 is summarised as below:

	In the month of			**Change in Percentage**	
	June 2026	**May 2026**	**June 2025**	**June 2026 vs May 2026**	**June 2026 vs June 2025**
Hong Kong Ecommerce business					
Average Daily Order Number (rounded to the nearest hundred)	52,200	54,100	48,200	(3.5%)	+8.3%
Average Order Value (rounded to the nearest dollar)	HK$459	HK$492	HK$451	(6.7%)	+1.8%
Average Daily GMV on Order Intake[ii] (rounded to the nearest hundred thousand)	HK$23.9 million	HK$26.7 million	HK$21.8 million	(10.5%)	+9.6%
Monthly GMV on Order Intake[ii] (rounded to the nearest million)	HK$718 million	HK$827 million	HK$653 million	(13.2%)	+10.0%

	In the month of		
	June 2026	**May 2026**	**June 2025**
Number of unique customers (rounded to the nearest thousand)	650,000	687,000	601,000

	In the month of		
	June 2026	**May 2026**	**June 2025**
Monthly Active Unique Devices[iii]	1,537,000	1,651,000	N/A
Monthly Active HKTVmall App Users[iv] (rounded to the nearest thousand)	N/A	N/A	1,591,000

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
Mak Wing Sum, Alvin
Chairman

Hong Kong, 10 July 2026

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

Executive Directors:
Mr. Cheung Chi Kin, Paul
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. Mak Wing Sum, Alvin (Chairman)
Mr. Peh Jefferson Tun Lu
Mr. Ann Yu Chiu, Andy
Mr. Yeung Chu Kwong

Notes:

i. The details of the "15% Discount Campaign" is subject to change from time to time in response to the market condition and our internal strategy and planning.

ii. 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. GMV on Order Intake cannot be directly derived to turnover as determined in accordance with HKFRS Accounting Standards.

iii. Effective from 1 September 2025, HKTVmall adopted a new internal data collection tool built on an open source solution to collect data on the number of active unique devices using HKTVmall Main App or Lite App (For July and August 2025, only data from Main App was collected). The purpose of the change is to enhance data protection regarding user data and to improve the verifiability of the computation methods and basis for the collected data. Data on unique device is extracted from our internal system and rounded to the nearest thousand. Data is collected based on the Universally Unique Identifier ("UUID") of each device, which could be overlapping if a user reinstalls HKTVmall Main App or Lite App on the same device.

"Active unique device" is defined as the number of distinct devices' UUIDs that engaged with HKTVmall Main App or Lite App within the specified date range with a visiting duration of more than 10 seconds, more than one page view, or at least one purchase made at HKTVmall Main App or Lite App. These data are unaudited and are not indicative of the Company's business performance, financial condition or growth prospect. Readers should not place reliance on these data.

iv. 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. According to Google Analytics 4 ("GA4"), "Active users" is defined as the number of unique users who engaged with your site or app in the specified date range and the engaged session refers to sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views. 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. This data is no longer disclosed from 1 July 2025 onward due to the adoption of Monthly Active Unique Device as mentioned in note iii above.