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 July 2026

The board of directors ("**Board**") of Hong Kong Technology Venture Company Limited ("**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 July 2026.

(1) Business Update

In July 2026, the Group continued the "Year-Round Discount Campaign" at HKTVmall, implementing 15% discount promotions across supermarket, personal care, pet food, infant formula and diapers during weekends ("**15% Discount Campaign**")[i]. In addition to this weekend 15% Discount Campaign, HKTVmall further enhanced its July promotional program by introducing Weekday Exclusive Offers from 13 July 2026 onwards. Under this initiative, customers could enjoy additional discounts on certain popular product categories, including electronics and home appliances, beauty and health, alcoholic beverages and contact lenses on selected weekdays ("**Weekday Exclusive Offers**")[i].

As a result, the Hong Kong Ecommerce Business continued to deliver robust year-on-year growth in July 2026:

(i) Average Daily Gross Merchandise Value (“**GMV**”) on Order Intake[ii] increased to HK$24.5 million (July 2025: HK$21.8 million), representing a year-on-year increase of 12.4%. Monthly GMV on Order Intake[ii] reached HK$759 million (July 2025: HK$675 million);

(ii) Number of unique customers reached 674,000, a year-on-year increase of 11.4% (July 2025: 605,000); and

(iii) Monthly Active Unique Devices[iii] increased to 1,584,000, representing a year-on-year growth of 7.2% (July 2025: 1,477,000).

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

	In the month of			**Change in Percentage**	
	July 2026	**June 2026**	**July 2025**	**July 2026 vs June 2026**	**July 2026 vs July 2025**
Hong Kong Ecommerce business					
Average Daily Order Number (rounded to the nearest hundred)	50,500	52,200	47,900	(3.3%%)	+5.4%
Average Order Value (rounded to the nearest dollar)	HK$485	HK$459	HK$455	+5.7%	+6.6%
Average Daily GMV on Order Intake[ii] (rounded to the nearest hundred thousand)	HK$24.5 million	HK$23.9 million	HK$21.8 million	+2.5%	+12.4%
Monthly GMV on Order Intake[ii] (rounded to the nearest million)	HK$759 million	HK$718 million	HK$675 million	+5.7%	+12.4%

	In the month of		
	July 2026	**June 2026**	**July 2025**
Number of unique customers (rounded to the nearest thousand)	674,000	650,000	605,000
Monthly Active Unique Devices[iii]	1,584,000	1,537,000	1,477,000

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, 7 August 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" and "Weekday Exclusive Offers" are 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.