

後起之秀的新零售模式

The New Way of Retailing



HONG KONG TELEVISION
NETWORK LIMITED
香港電視網絡有限公司
HKT 香港電視網絡有限公司 1137



Building Blocks
For the Future

Ecommerce in Hong Kong



Are We only a Online Supermarket?

In 2017, we sold.....

Vacuum Cleaner:
15,000 units sold



Mattress: 12,800 pieces sold



Sofa: 2,600 units sold



A One-Stop Shopping Experience with Wide Spectrum of Products

On Combined basis: **> 182,000** product items



Supermarket



Beauty & Health



Fashion



Household



Music,
Video & Books

No of SKUs ~

22,000

35,000

27,000

13,000

29,000



Mother & Baby

4,000



Outdoor & Sports

6,000



Hot Deals

7,000



Digital & Electronics

21,000



Pets

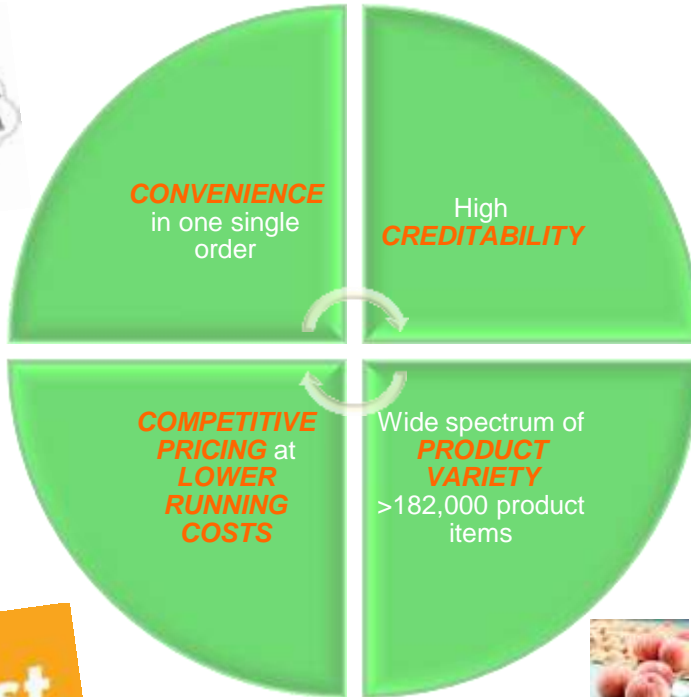
7,000



Toys, Games & Stationery

11,000

Our Positioning - A “Branded-Product” Online Shopping Mall in the Region



Our Partners Now, on combined basis, HKTVmall and HoKoBuy have more than 2,700 stores



An Unbeatable Platform, as at 31 December 2017 (unless specified)



In aggregate, **1,129,000** Unique Devices landing on PDP or performing search on HKTv/mall or HoKoBuy in **December 2017** (source: 1)



3,571,000 Apps download (source: 3)



4,280,000 registered email subscriptions (source: 2)



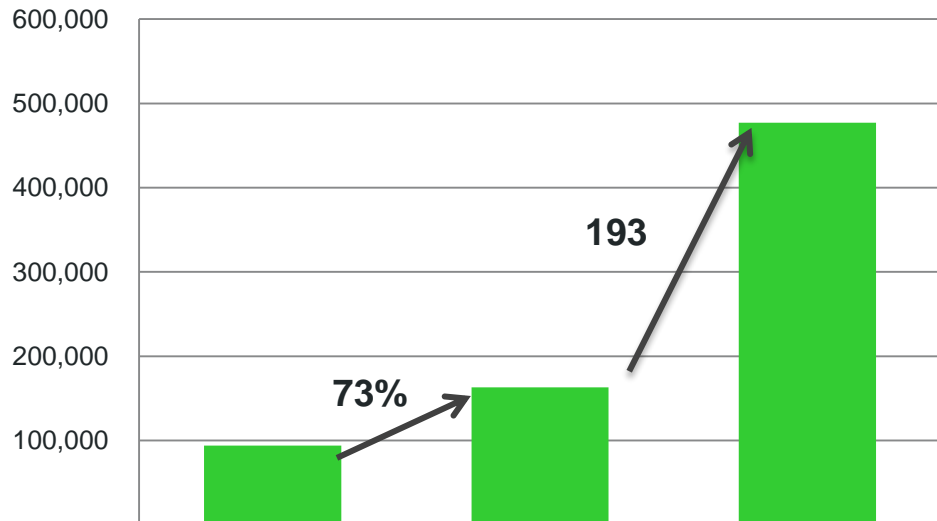
896,000 Facebook likes (source: 4)

Source:

1. Data on Unique Device is extracted from our internal system and rounded to the nearest thousand. The data is collected based on the tracking cookies for web browser and the device advertising ID for app, which could be overlapping if (a) same device is used to browse the online shopping web-page through different browsers; (b) same device is used to open online shopping app and to browse online shopping web-page; and (c) the user amends the advertising ID of its device. 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.
2. Internal system
3. Android Google Play Console and Apple iTunes Connect
4. Facebook

Multiple Growth Rate on Customers made purchases in the 12 months ended 31 December

Combined Unique Customers



■ Combined Unique Customers (rounded to the nearest thousands)

2015

2016

2017

94,000

163,000

477,000

The Largest and Most Popular Hong Kong Based Online Shopping Mall?

Top Sites in Hong Kong - as at 15 Mar 2018

Ranking in Hong Kong	Sites
1	www.google.com.hk
2	www.youtube.com
3	www.google.com
4	www.facebook.com
5	www.yahoo.com
10	www.taobao.com
24	www.amazon.com
25	www.tmall.com
84	www.JD.com
102	www.hktvmall.com
172	www.ztore.com
461	Zalora.com.hk
581	www.hokobuy.com
629	www.fortress.com.hk
752	www.parknshop.com
1425	www.sasa.com
1441	www.fingershopping.com (A fellow subsidiary of Circle K)
1515	www.wellcome.com.hk
1743	www.watsons.com.hk
20837	www.broadway.com.hk

Source: <https://www.alexa.com/topsites/countries;2/HK>

Remarks:

1. The sites in the top sites lists are ordered by their 1 month Alexa traffic rank.
2. The 1 month rank is calculated using a combination of average daily visitors and page views over the past month. The site with the highest combination of visitors and page views is ranked #1. The site's metrics are estimated and based on traffic patterns across the web as a whole and using data normalization to correct for any biases.

Prevailing Typical Retailing in HK

- The Familiar Online to Offline Model



Drives offline sales through online promotions, advertisings & notifications, thus transforming online users into offline customers

HKTVMall's Reverted O2O Model

- Offline shops as an effective marketing channel for online sales

Central Shop



Tsuen Wan Shop



Causeway Bay Winsor House



South Horizons Shop



HKTVMall's Reverted O2O Model





- Bottleneck :
Highly-manual pick
& pack workflow
- Cost-effectiveness
- Flexibility of
Capability Expansion

Lower the Costs for Warehousing, Pick & Pack – Robotic Picking and Conveying System



Lower the Costs for Warehousing, Pick & Pack – Robotic Picking and Conveying System

- Hong Kong's largest robotic warehousing system, introduced from Germany, phase I installed at Tsing Yi hub, launch in Q1 2018
- Fully automated system for storage, on-site transportation and picking to enhance logistics efficiency
- To turn the current loss-making “highly manual fulfilment process” into a profitable “highly automated process” for a **stable operating environment and substantially less reliance on human resources**
- **Phase II and III with committed CAPEX of HK\$144mn**, to install at Tseung Kwan O self-owned eFulfillment Centre, target to launch **by Q4 2018 and Q2 2019**.



The background is a light green color with white silhouettes of industrial machinery. On the left, there is a crane arm and a gear mechanism. In the center, there are two large gears. On the right, a crane is lifting a yellow box with the HKTV logo. The text "THANK YOU" is centered in a bold, dark grey font.

THANK YOU