



Our 2,300,000
Customers Are
Expecting You

HKTVMall Merchant
Partnership Program



NOW ON HKTVmall!



MALL About Us

YouGov[®]

HK'S TOP BRAND 2019

YouGov BrandIndex
Top Brand Buzz 2019

2014

2020

FIRST
LAUNCH

2019

Google

TOP TRENDING SHOPPING SITE
HOTTEST KEYOWRDS #2

Year in Search 2020
Google Trends

YouGov BrandIndex - Top Brand Buzz 2021

A UK-based market research and data analytics firm

Rank	2020		2021	
	Brand	Score	Brand	Score
1	HKTVMall	36.2	HKTVMall	32.6
2	KMB	27	Yuu(Dairy Farm) Yuu (牛奶公司)	29.2
3	WhatsApp	26.6	Octopus Card	27
4	Dettol	25.9	ViuTV	25.1
5	MoneyBack 易賞錢	24.3	MoneyBack 易賞錢	24.7
6	UNIQLO	22.6	Dettol	23.3
7	Google	22.1	Netflix	23.2
8	PARKnSHOP	21.5	KMB	21.7
9	Netflix	21.5	DON DON DONKI	21.5
10	YouTube	20.1	Google	21.3

Year in Search 2020 Google Trends

Google 香港 2020 年度搜尋榜

熱爆
關鍵字

1 美國大選

- 2 HKTVmall
- 3 天文台
- 4 新型冠狀病毒
- 5 口罩
- 6 Zoom
- 7 慶餘年
- 8 法證先鋒 IV
- 9 夫妻的世界
- 10 百佳

Google 香港 2020 年度搜尋榜

熱爆
購物平台

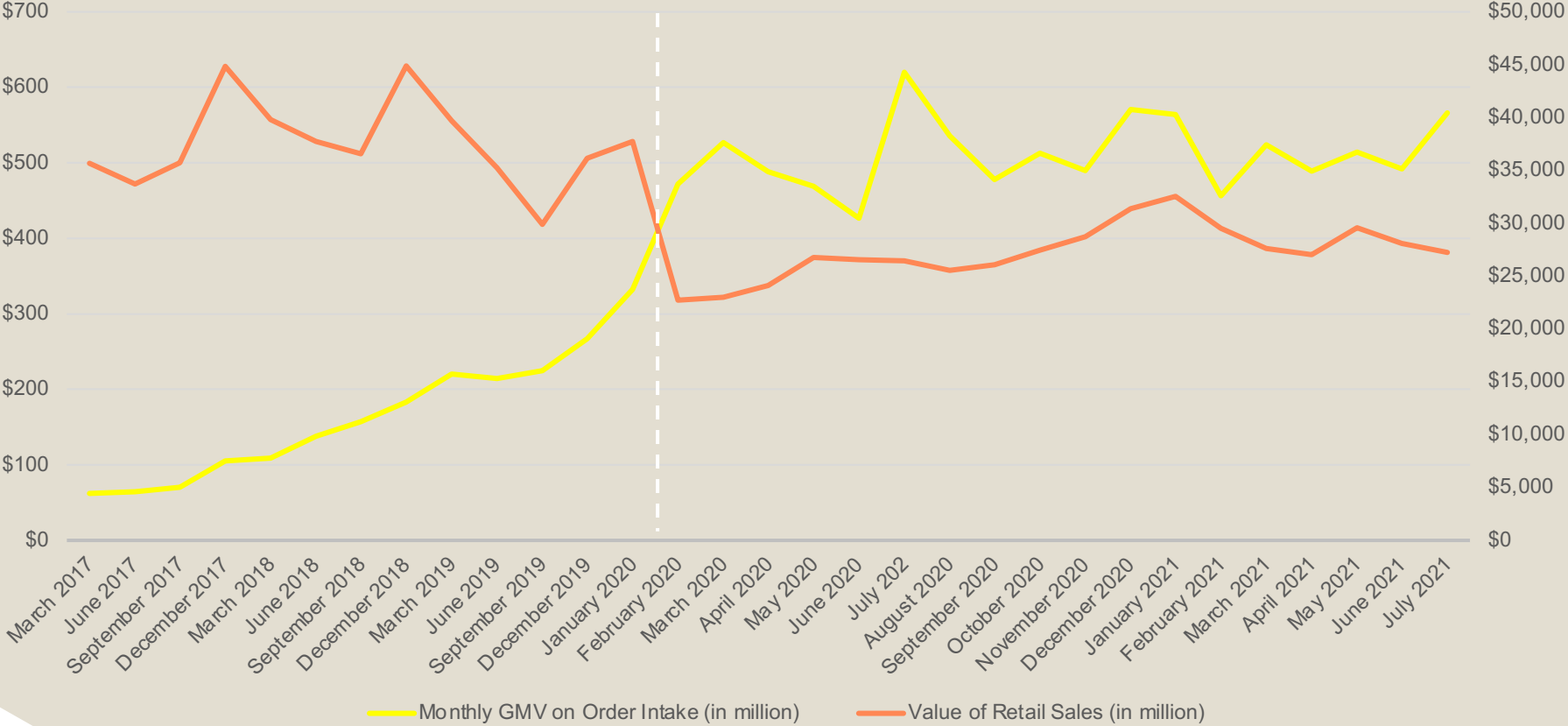
1 HKTVmall

- 2 百佳超級市場
- 3 屈臣氏
- 4 Gmarket
- 5 Amazon
- 6 士多
- 7 卓悅
- 8 萬寧
- 9 莎莎
- 10 阿布泰國生活百貨

Largest Online Ecosystem in Hong Kong



Grow Against the Adversity!



Source : Total Retail Sales, Census and Statistics Department, HKSAR

Once “online”, hardly resume “offline”

Accelerated Consumer Behaviour Change

Age Range	Growth in Number of Unique Visitors
18-24	78%
25-34	47%
35-44	49%
45-54	81%
55-64	123%
65+	89%

* Growth in the Number of unique Visitor is the number of unique visitors to HKTVmall in 2020 compared to 2019, captured from Google Analytics

Loyal Customer Base

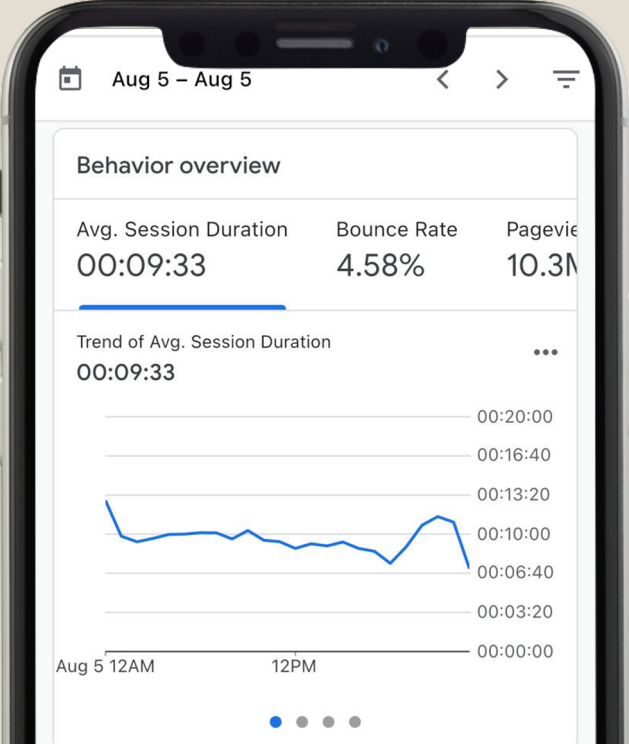
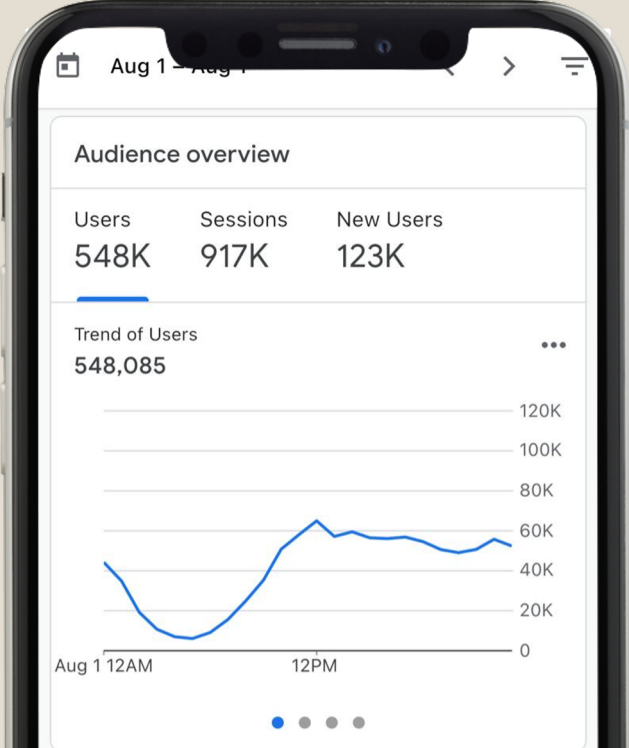
Spending Level	Retention Rate in 2020
HK\$5,000 or above	94%
HK\$8,000 or above	96%
>HK\$10,000	98%

* Growth in the Number of unique Visitor is the number of unique visitors to HKTVmall in 2020 compared to 2019, captured from Google Analytics

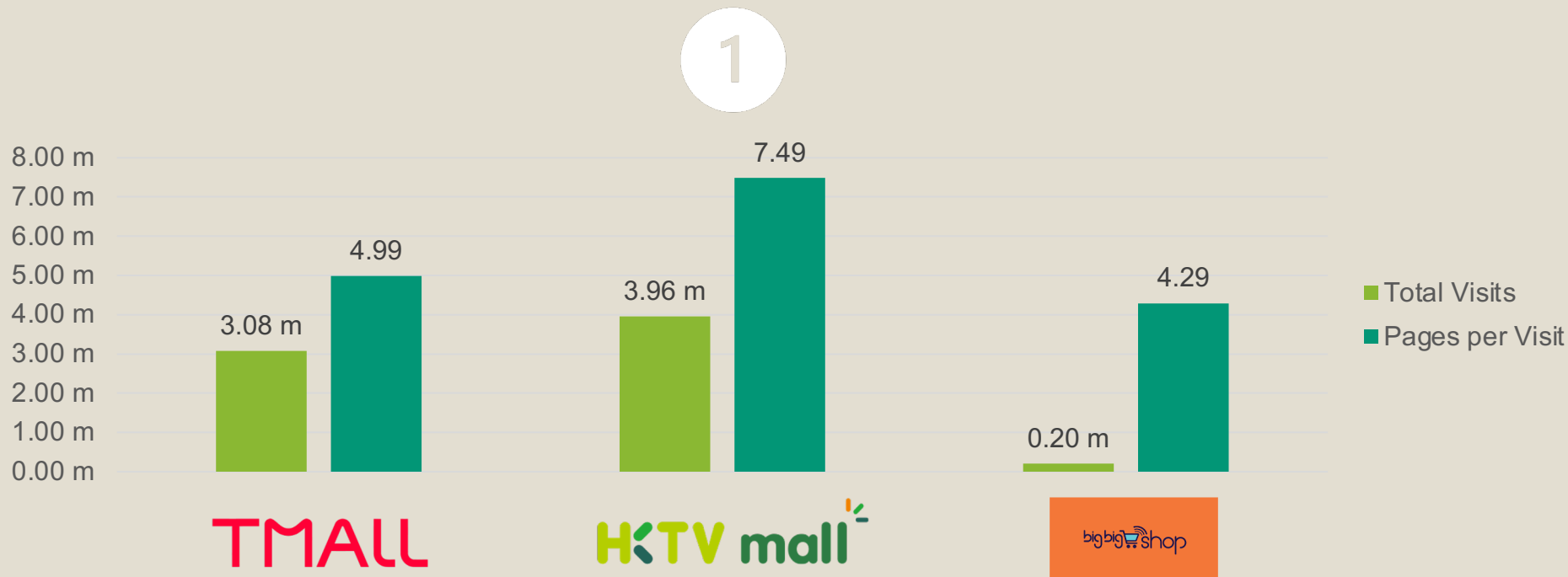
Highest Traffic among All Shopping Malls

No. of daily visitors:
250,000 customers

Snapshots in Aug, 2021.
Over 548,000 unique
devices visited HKTVMall
and spent 9 mins 33 secs
on average.

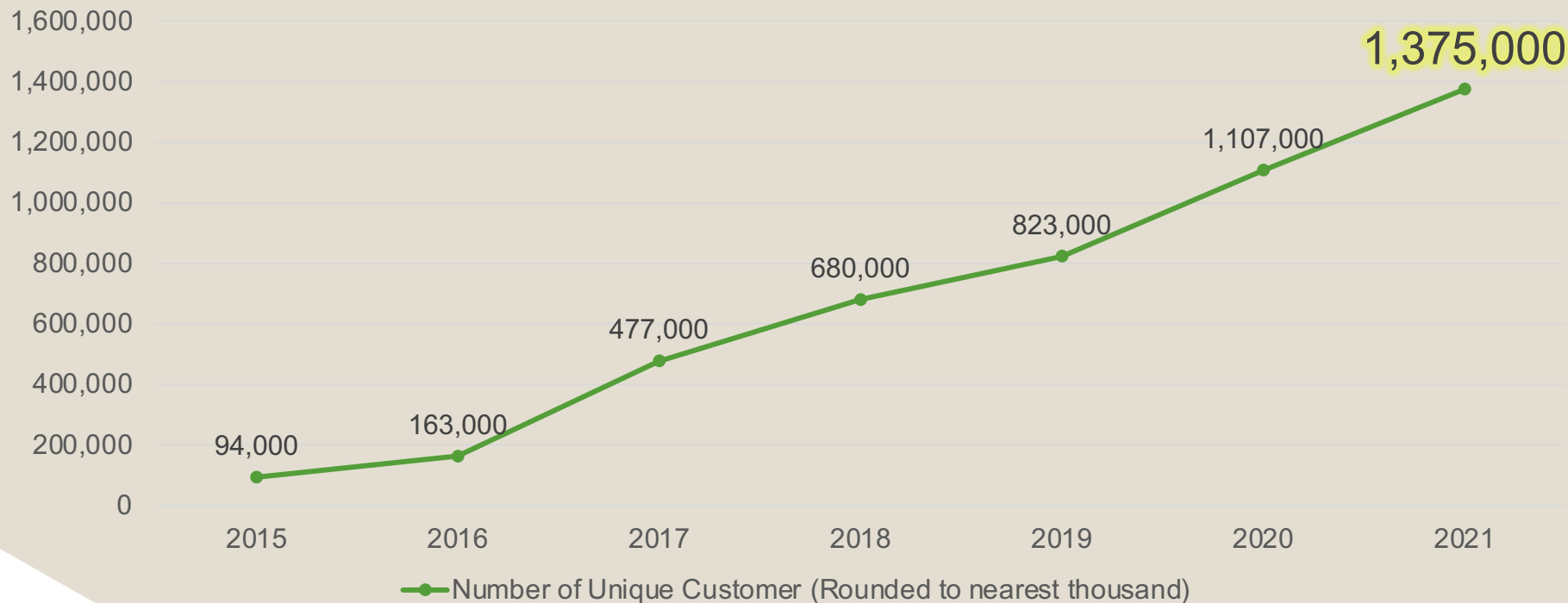


Highest Traffic among All Shopping Malls



One of the Biggest, Most Fastest-Growing Online Platforms with Large Customer Base

Combined Unique Customer



We are a “Landlord”, not a Retailer



Limited-Time Offer

Diagnosed COVID-19

Gets HKD20,000
Cash Allowance

Passenger
Essential Protection **\$98/Year ONLY**

SHOP NOW ▶

*Offers are subject to relevant terms and conditions.



13Landmarks

Supermarket

Personal Care
& Health

Skincare &
Makeup

Mother & Baby

Pets

Gadgets &
Electronics

Home
Appliances

Housewares

Dining &
Lifestyle

Sports & Travel

Toys & Books

Fashion

Insurance &
Finance

> 4,200 Merchants/ Supplier Partners

> 600,000 SKUs

More than 4,200* Merchant Partners on Board

Supermarket



Personal Care



Beauty



Mother & Baby



Pet



Home Appliances



Gadgets & Electronics



Houseware



Sports & Travel



Toys & Books



Fashion



Service



Insurance



Our 3 Core Pillars

Carrying 600,000+ SKUs

**Full-Service
Marketplace**



Germany imported Automated
System with combined
capacity of 35,000+ daily
warehouse orders

**400,000 Sq. Ft.
Warehouses**



350 trucks in operation daily
94 O2O Shops

**Largest HK
Residential
Distribution
Network**



Expansion of Pick-up Points – HKTVmall O2O Shops

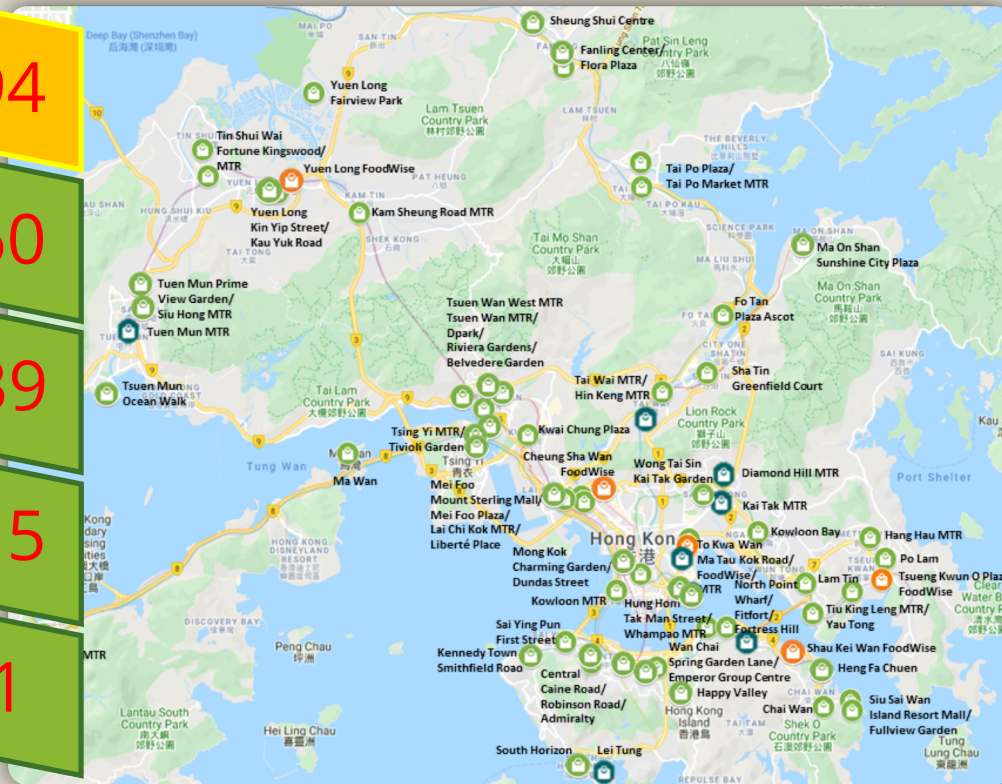
NOW :94

Dec 2019 :60

Dec 2018 :39

Dec 2017 :15

Dec 2016 :1



2020 New
Pick-Up Points!

GIORDANO

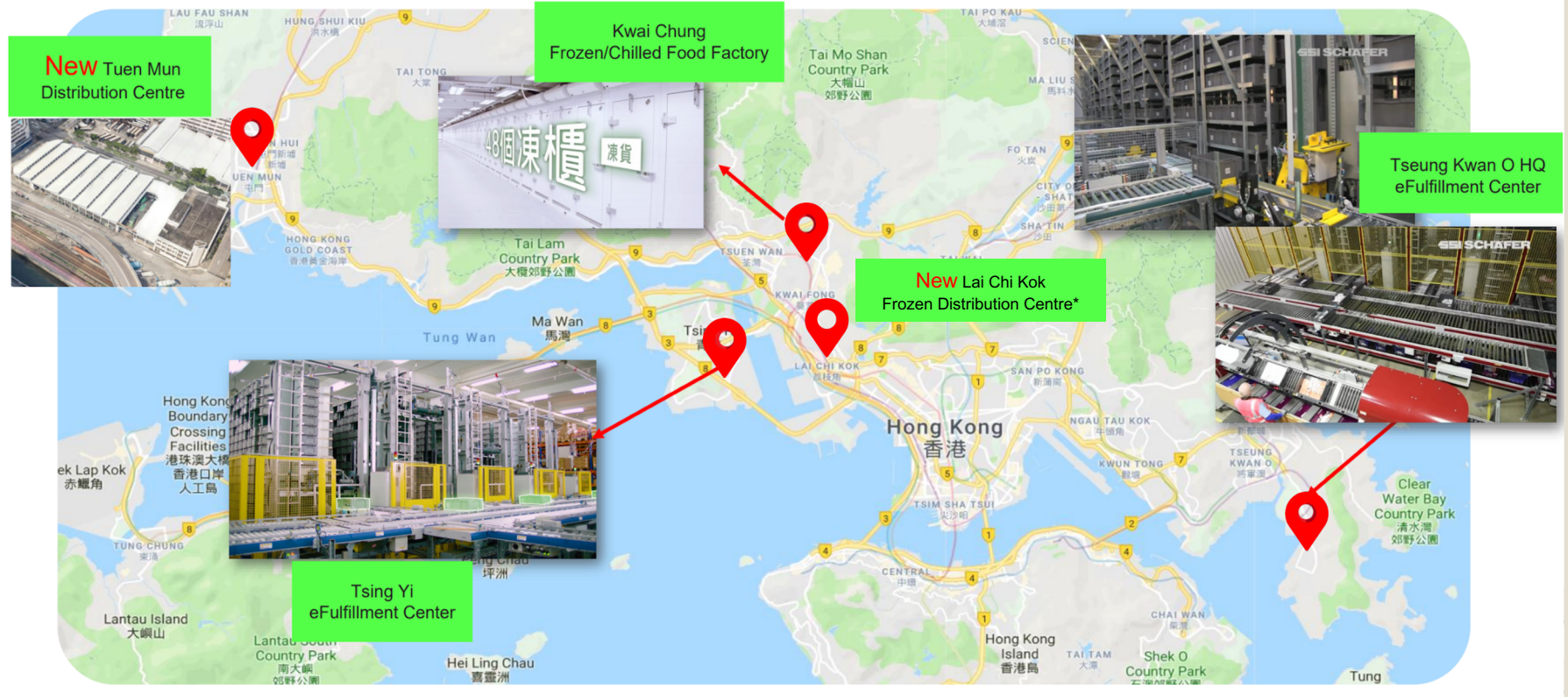


e-Locker

alfred

...and more!

400,000 Sq. Ft. Fulfillment Centers for Different Product Types by Automation Migration



Tailor-Made Multi-Compartment Trucks

Owned delivery truck design



Room temperature
compartment for general
merchandise



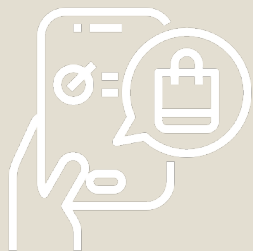
-18°C compartment for frozen food



0-4°C compartment for chilled food

Together with outsourced capacity, daily has 250+ delivery trucks in operation, starting from Feb 2020, **ramping up to as high as 350 delivery trucks daily** to strengthen the distribution capacity!

HKTVmall as an All-in-One E-Business Solutions



Unique
E-Store



Marketing



Operation

Unique E-Store

Unique store page

Brand building

Unlimited product listing

Promotion & Price control

CS services

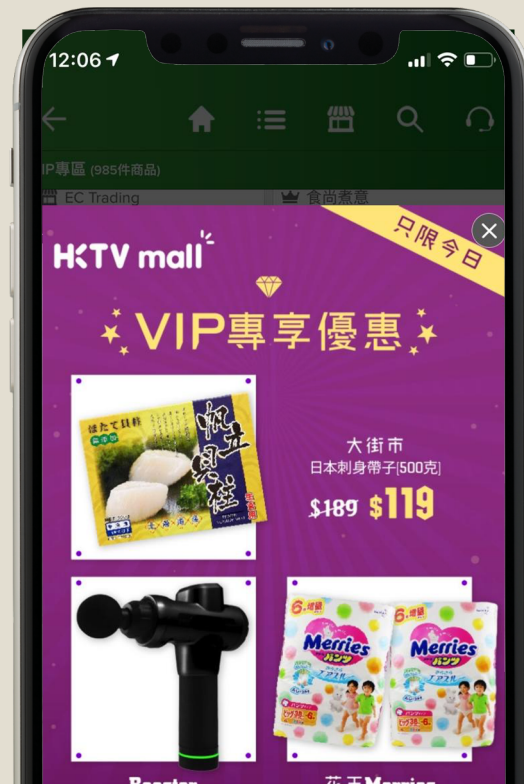
Secured payment gateway

2-3% credit card fee

Free merchant workshop



Marketing Campaigns



Exclusive Thematic Campaigns

HKTVMall 11月13-30日
黑色星期五購物節
BLACK FRIDAY
盡享全城至抵購物優惠!

HKTVMall
網上玩具節
8.24-8.29

多款人氣玩具商品
強勢登陸

HKTVMall
網上食品展
2月17-28日

HKTVMall
電器勁抵DEAL
10/6-14/7

網上食品展 × BB展 × 寵物展
超過6萬件貨品額外95折

2月26日

輸入優惠碼即享優惠

輸入「CyberFair」享額外95折

9月17日-10月7日
韓國好物巡禮

等我們帶您去足3星期韓國瘋狂掃貨!

掃貨預告!!!

【星期五準時12:00開始】
精選必掃

Bi-Annual Event – Thankful Festival

GMV increment during Thankful for joined merchants: ≥ 3 times!

感謝祭 SALE 大劈價! 10.11.11.11

SUN	MON	TUE	WED	THU	FRI	SAT
11  全店至少 7折	12  全店至少 5折	13  全店至少 8折	14  全店至少 7折	15  全店至少 8折	16  全店至少 38折	17  全店至少 7折
18  全店至少 65折	19  全店至少 5折	20  全店至少 75折	21  全店至少 65折	22  全店至少 85折	23  全店至少 3折	24  全店至少 6折
25  全店至少 8折	26  全店至少 5折	27  全店至少 85折	28  全店至少 7折	29  全店至少 75折	30  全店至少 7折	31  全店至少 4折
1  全店至少 7折	2  全店至少 85折	3  全店至少 88折	4  全店至少 85折	5  全店至少 8折	6  全店至少 5折	7  全店至少 6折
8 全店至少 8折	9 全店至少 82折	10 全店至少 65折	11 全店至少 8折	12 全店至少 5折	13 全店至少 7折	14 全店至少 4折

Store of the Day

The Highest Single Store GMV of
“Store of the Day”

~\$3,000,000



Weekly Best Deal

Sold over **5,000** tees
in a week!

Audience Size Reference

Target group	Audience size	Target group	Audience size
Full base	2.23M	Sport and Travel	510K
Supermarket	1.39M	Dining and Lifestyle	390K
Personal Care	1.15M	Toys and Books	440K
Housewares	1.04M	Fashion	420K
Electronic Appliances	1.05M	Pets	270K
Beauty and Health	680K	Disney	170K
Mother and Baby	520K	Insurance	150K

(As of Mar 2021) Source : HKTV 2021 Q1 Internal Data

Signature Perks for HKTVmall Adbooking Systems

All-in-one platform for booking HKTVmall

In-app Ads, Google Ads & Facebook Ads

Precise remarketing strategies by utilizing
HKTVmall data

Design services included

Behind Your E-Store – NEW Ad-Booking System

In-bound Media

Merchants can directly control marketing and advertising campaigns through HKTVMall adbooking system

Image Format

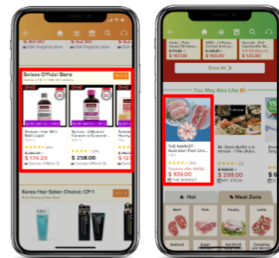


Splash Ad

Image
Slider A/B

Category Banner

Product Listing Format



Main Page
Sponsor Box

'You may also like'-
First Product

On-target Format



App Notification

eDM

Behind Your E-Store – NEW Ad-Booking System

Out-bound Media

Full Control on Ad Campaign Management under your Google and Facebook ad account

Google Smart Ads solution



Display & Video 360



Google Ads



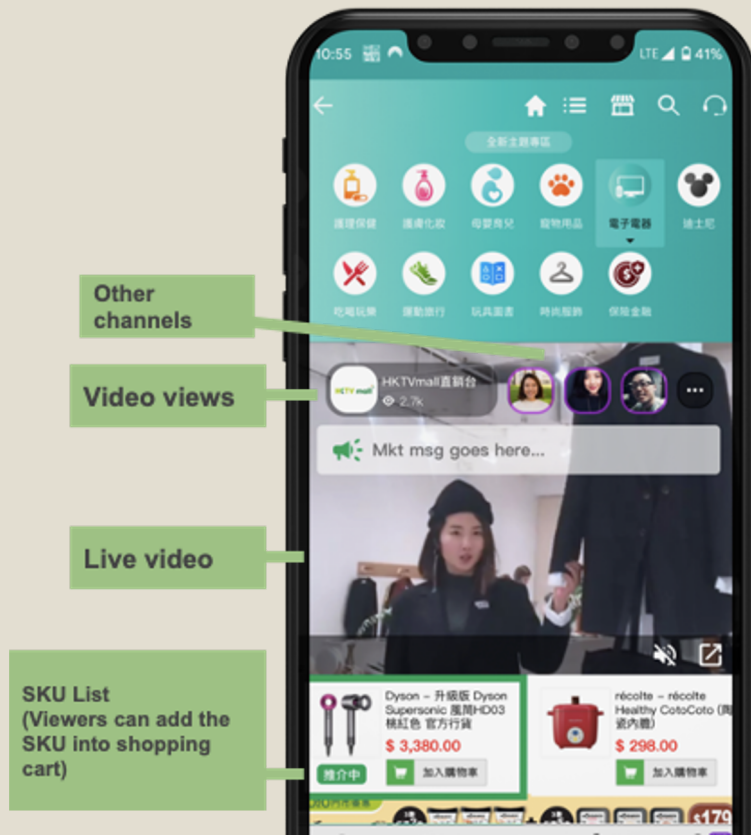
Google Marketing Platform

Facebook Collaborative Ads solution



HKT Vmall Live Channel (HKT VLive)

- Officially launched in January 2021
- Implant at the most eye-catching position of the HKT Vmall app
- Customers can add products to cart while watching the live broadcast
- Create urgency and successfully drive sales



HKTVLive – Success Cases



Live Show Performance

> 45,000
Total views

> 65%
View-to-
Engagement Rate

> 15%
Conversion
Rate

Performance vs. the week before Live Show

2X*
Growth in Store Sales



- 多用途消毒濕巾高效去
污裝+威露士多用途地板清
潔
¥0

加入購物車



威露士 - 免洗搓手液 + Melc
版

\$ 61.10



加入購物車

Special Package for YOU!

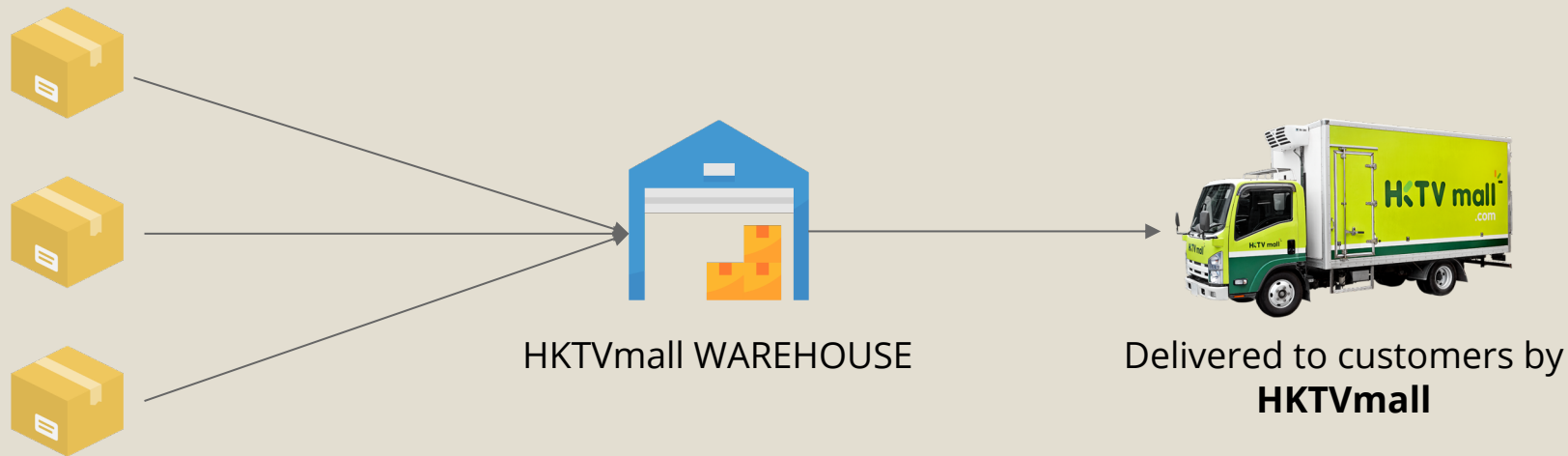
- If merchants confirm the package within 3 months of the contract start date, you can get **more rebate than regular plans!**

Confirmed Paid Ad Amount	Signed Ad Plan <u>within</u> 3 months	Signed Ad Plan after 3 months	Differences in Ad amount (% of paid amount)
\$30,000	\$30,000 + <u>\$3,000</u>	\$30,000	\$3,000 (10%)
\$50,000	\$50,000 + <u>\$10,000</u>	\$50,000 + <u>\$5,000</u>	\$5,000 (10%)
\$200,000	\$200,000 + <u>\$200,000</u>	\$200,000 + <u>\$100,000</u>	\$100,000 (50%)

The differences in rebate can be up to
\$1,000,000!

HKTVMall internal ad price plan: <https://cloud.marketing.hktvmall.com/adplan>

Operation – Standard Delivery



1PM



Check order summary
report at **1PM**



Pick and pack your
products per order's
waybill.



Group your products
and deliver to HKTVMall
warehouse before **8PM**

Merchants are required to deliver to *HKTVMall warehouse from **Monday to Saturday**/ Sunday, **including public holidays**.

*Room temperature: Tuen Mun (arrive by 8pm)

*Chilled: Kwai Chung (arrive by 6pm)

*Frozen: Cheung Sha Wan / Kwai Chung (arrive by 6pm)

*Frozen: Tsing Yi starting from 14 June 2022 (arrive by 6pm)

Operation – Standard Delivery

1

Deliver to our warehouse by your own personnel

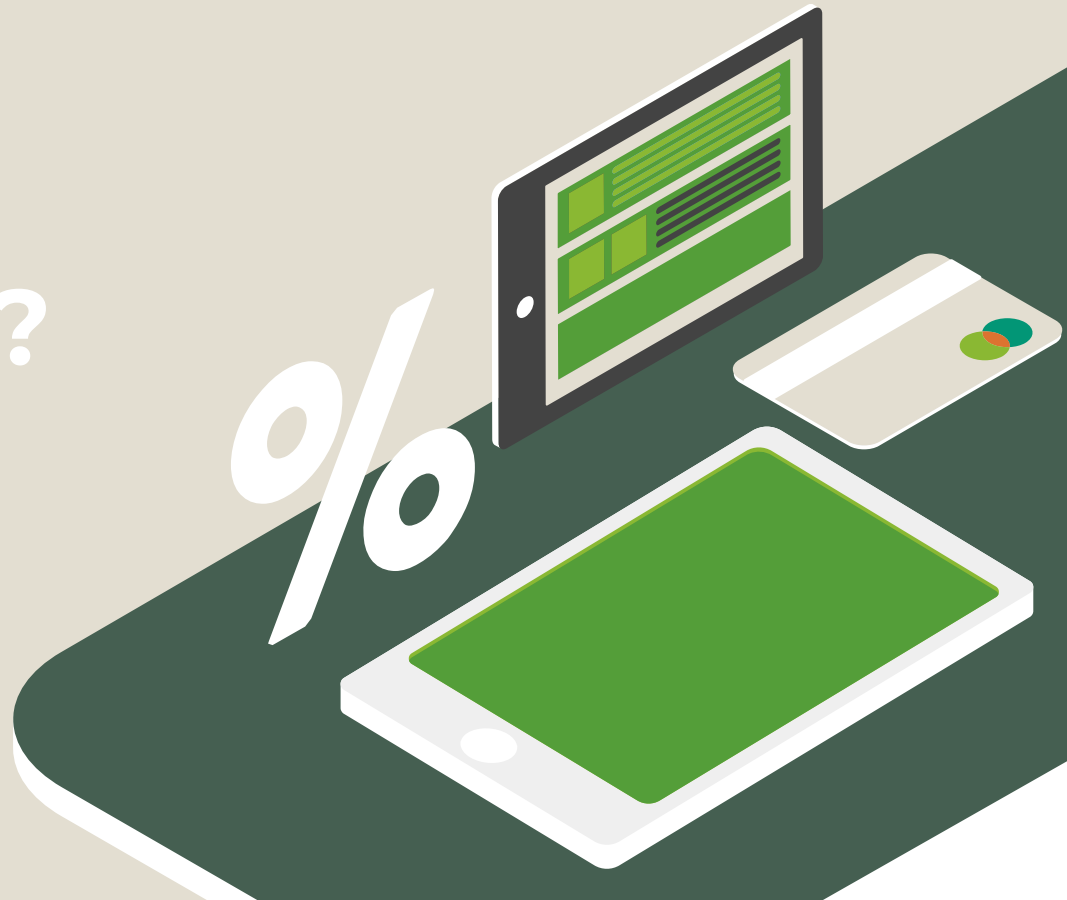
2

By **GOGO** 

Offers special rates for HKTVmall's merchants

HKTV mall	Standard Delivery	Merchant Delivery	Fresh Food Delivery
Applicable Items	<ol style="list-style-type: none"> Room temperature 0-4°C chilled goods -18°C frozen goods 	<ol style="list-style-type: none"> Flowers, Fruit Hamper & Poon Choi Selected Electronic Appliances Goods in Fashion Category Products requiring installation services Fine Jewellery Alcoholic Beverages (>\$2,000) 	<p>Food that is sending to customers in 2-3 days after being processed/ sliced up, for example:</p> <ul style="list-style-type: none"> Frozen/ fresh fruits & vegetables Fresh bakery Eggs/ processed eggs
Delivery Time	<p>From Mondays to Saturdays (including public holidays in between):</p> <ol style="list-style-type: none"> Room Temp.: By 8pm 0-4°C: By 6pm -18°C: By 6pm 	<ul style="list-style-type: none"> Contact customer to confirm delivery details upon receiving orders Complete orders in 14 days 	<p>Merchant can choose either slot:</p> <ol style="list-style-type: none"> 10pm-12am on the day before Delivery Date 12am-4am on Delivery Date
Delivery Method & Destinations	<p>Deliver well-packed goods to assigned warehouse(s):</p> <ol style="list-style-type: none"> Room Temp.: Tuen Mun 0-4°C: Kwai Chung -18°C: Cheung Sha Wan / Kwai Chung -18°C: Tsing Yi (starting from 14 June 2022) 	<p>Deliver to address provided by customers</p>	<p>Must deliver to 3 warehouses in Tseung Kwan O, Tsing Yi & Tuen Mun within the slot</p>

HOW TO KICK-START?



Cost to Start

Annual Fee \$18,000

Commission

Rebate

\$18,000

**HKTVmall Advertising
Credits***

*The advertising credits will be given on pro-rata basis based on signed contract date.

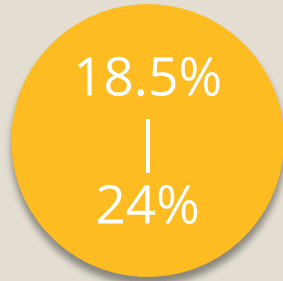
Details can be checked with us upon contract acknowledgement.

*No ad credits are applied to new joined merchants with contract start date from July, 2022 onwards

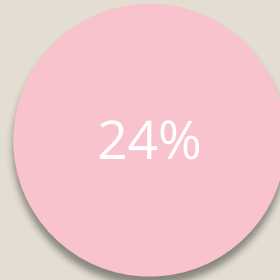
Standardized Commission Rate as per Product Categories



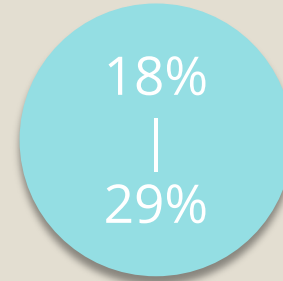
SUPERMARKET



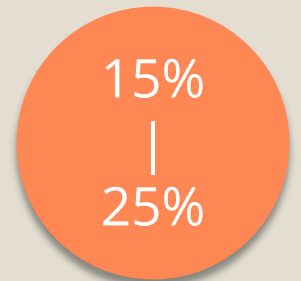
PERSONAL CARE
& HEALTH



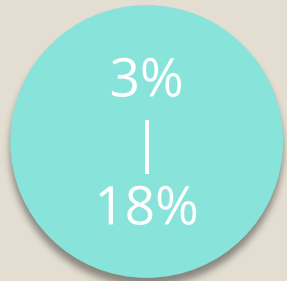
BEAUTY



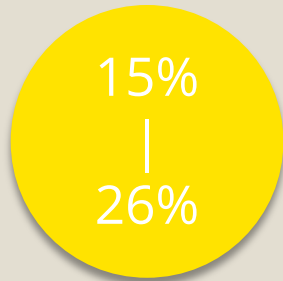
MOTHER & BABY



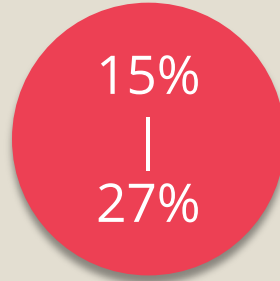
PETS



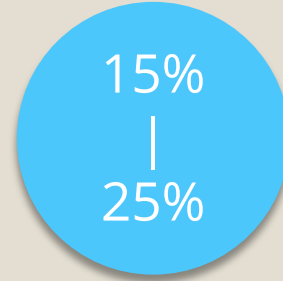
ELECTRONICS



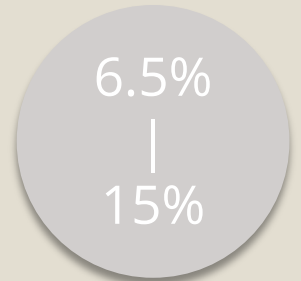
HOUSEWARES



SPORTS &
TRAVEL



TOYS & BOOKS



FASHION

Final commission rate subjects to the contract terms.

Payment Terms

Current month

Completed Orders



10th – 15th working day
of next month

Payments will be transferred to
merchant's bank accounts

What to Avoid



- Initiate contact with customers for commercial purpose
- Collect cash on delivery for any reason



- Fake customers reviews to boost product ratings



- No counterfeit products
- No usage of unauthorized photos

3 Easy Steps to Start

1

Account Creation & Payment

- BR
 - Bank detail
 - Settle payment
- [Bank transfer / FPS]**
- Enter RM code **D0082**

2

Contract

- Confirm your plan and sign e-contract

3

Upload Products

- Detailed product description
- Clear product photos

EESE –

HKTVMall

A New Online Marketplace Powered by Shoalter Technology



EESE –

HKTVMall

A New Online Marketplace Powered by Shoalter Technology

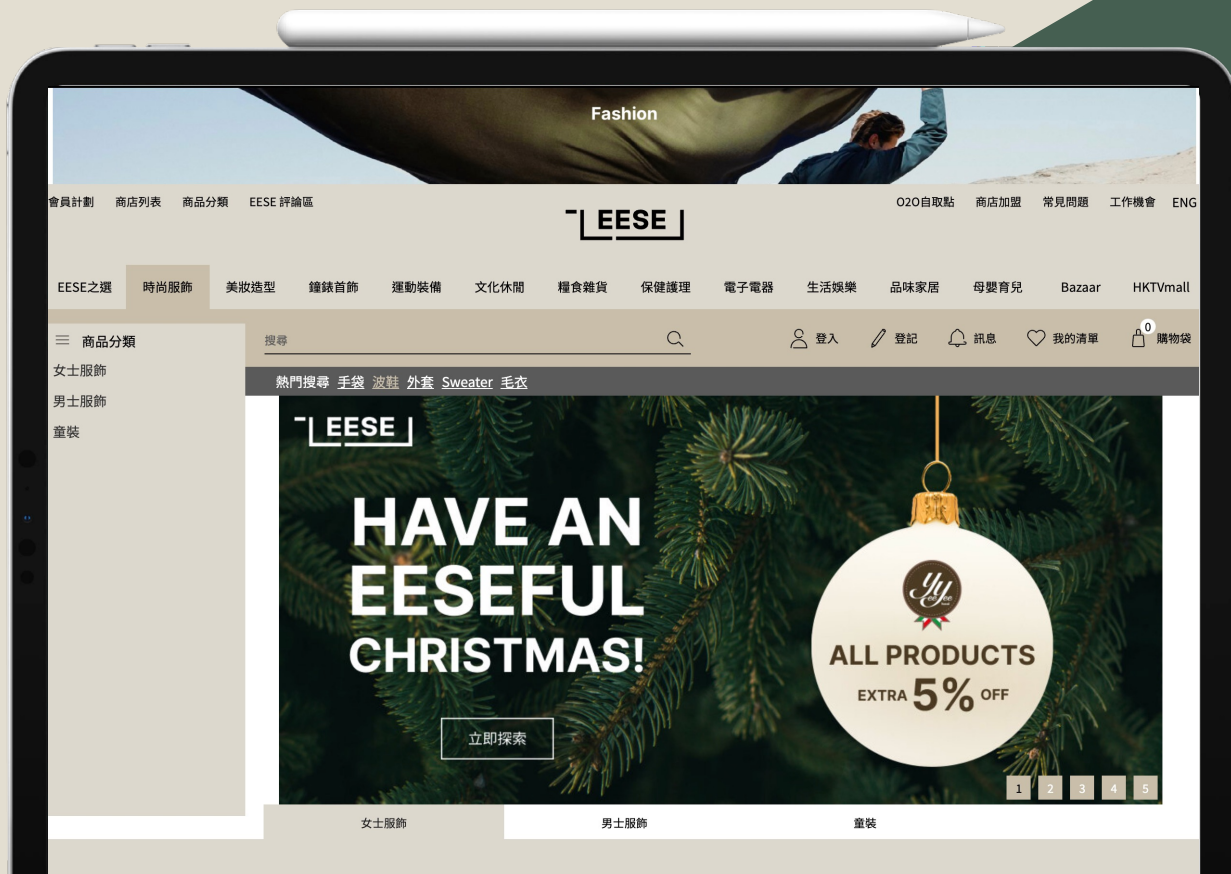
Upon joining **EESE** as a HKTVMall merchant, you can:

Synchronize product listing

Manage promotion and price control

between HKTVMall and EESE with 1 Backend System only.

Find out more about EESE



CONTACT US NOW



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WhatsApp
(Scan to Connect!)

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