



Our 2,300,000
Customers Are
Expecting You

HKTVMall Merchant
Partnership Program

Jacqueline Leung
Head of Merchant Acquisition, HKTVMall



Agenda



- 01 MALL ABOUT US
- 02 WHAT MAKES HKTVmall SUCCESSFUL
- 03 WHAT HKTVmall CAN OFFER
- 04 HOW TO KICKSTART

MALL ABOUT US



MALL About Us

YouGov

HK'S TOP BRAND 2019

YouGov BrandIndex
Top Brand Buzz 2019

2014

2020

FIRST
LAUNCH

2019

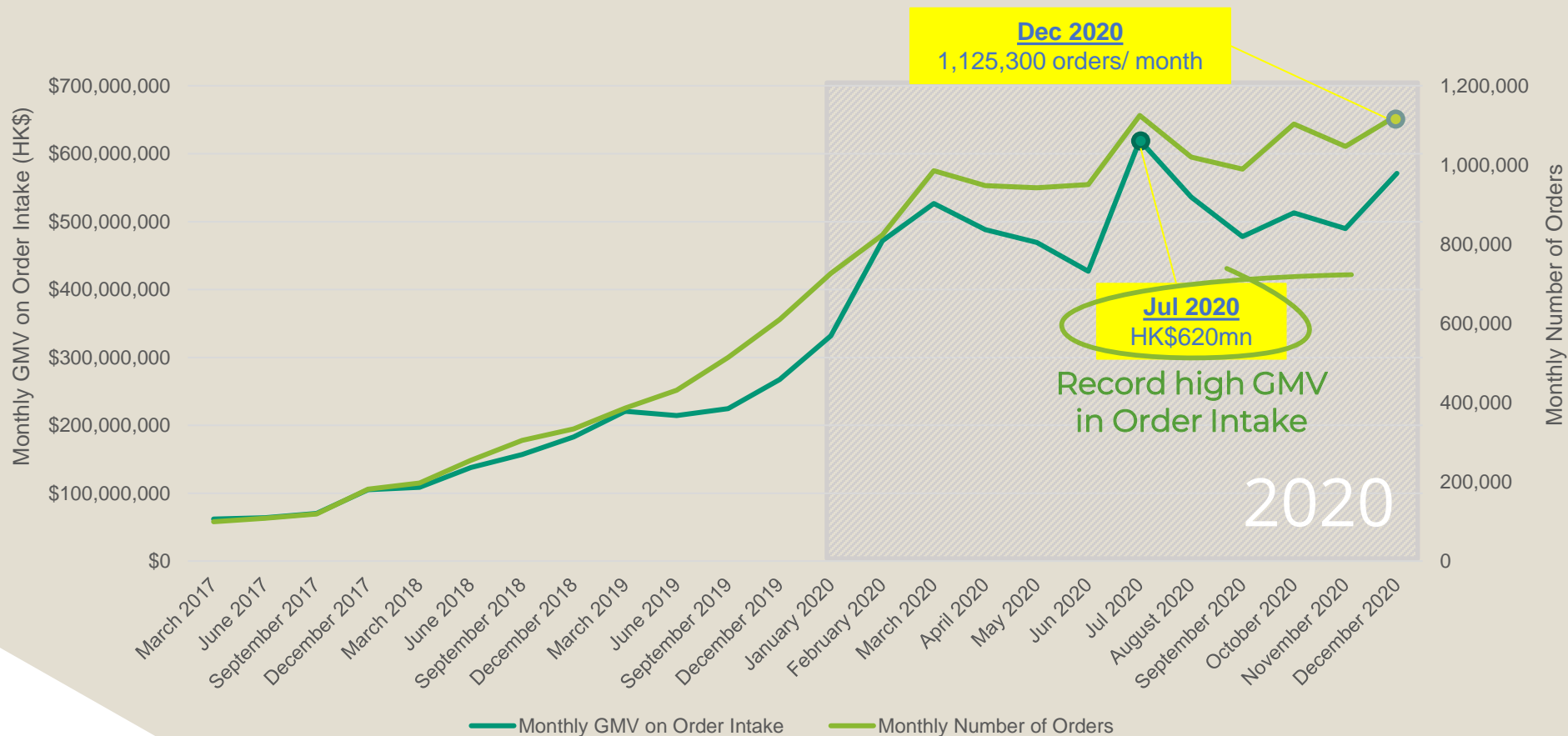
Google

TOP TRENDING SHOPPING SITE
HOTTEST KEYOWRDS #2

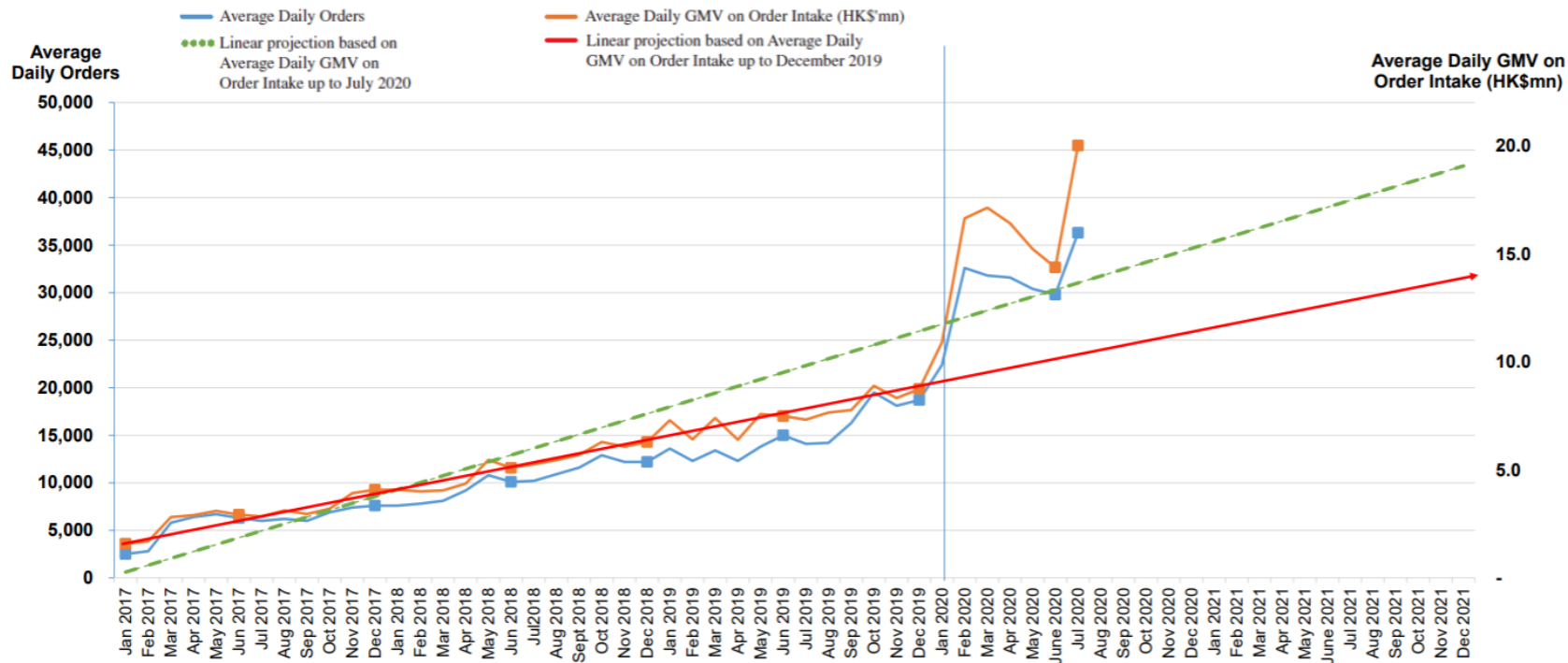
Year in Search 2020
Google Trends



Largest Online Ecosystem in Hong Kong



Once “online”, hardly resume “offline”



Source: GMV and Average Daily Order – Internal platform and system

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 discounts offered by the marketplace, rebate used, cancellation and returns of merchandise sold.

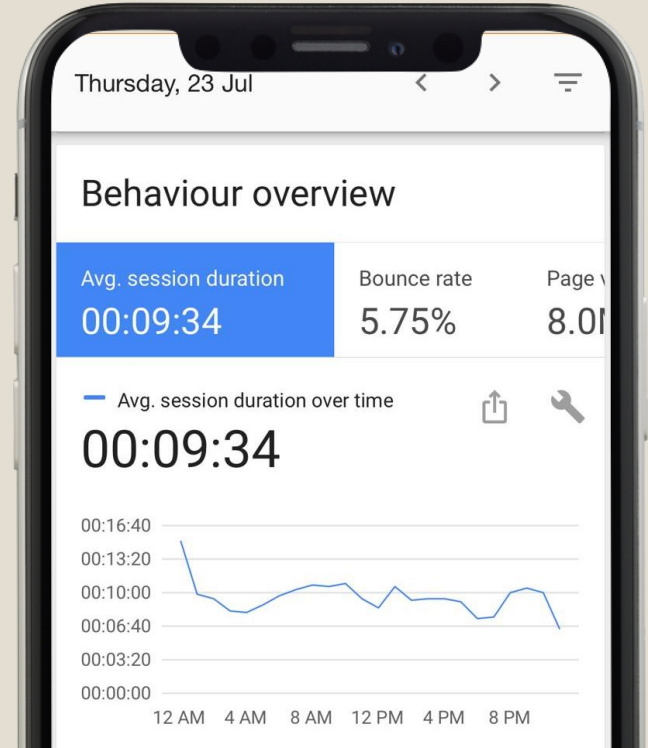
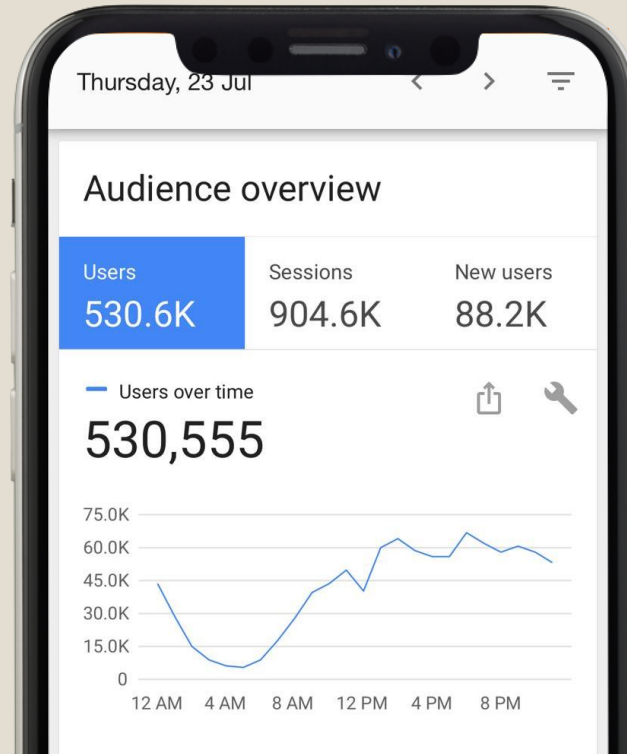
WE, HKTVmall, AS THE TOP OF HK



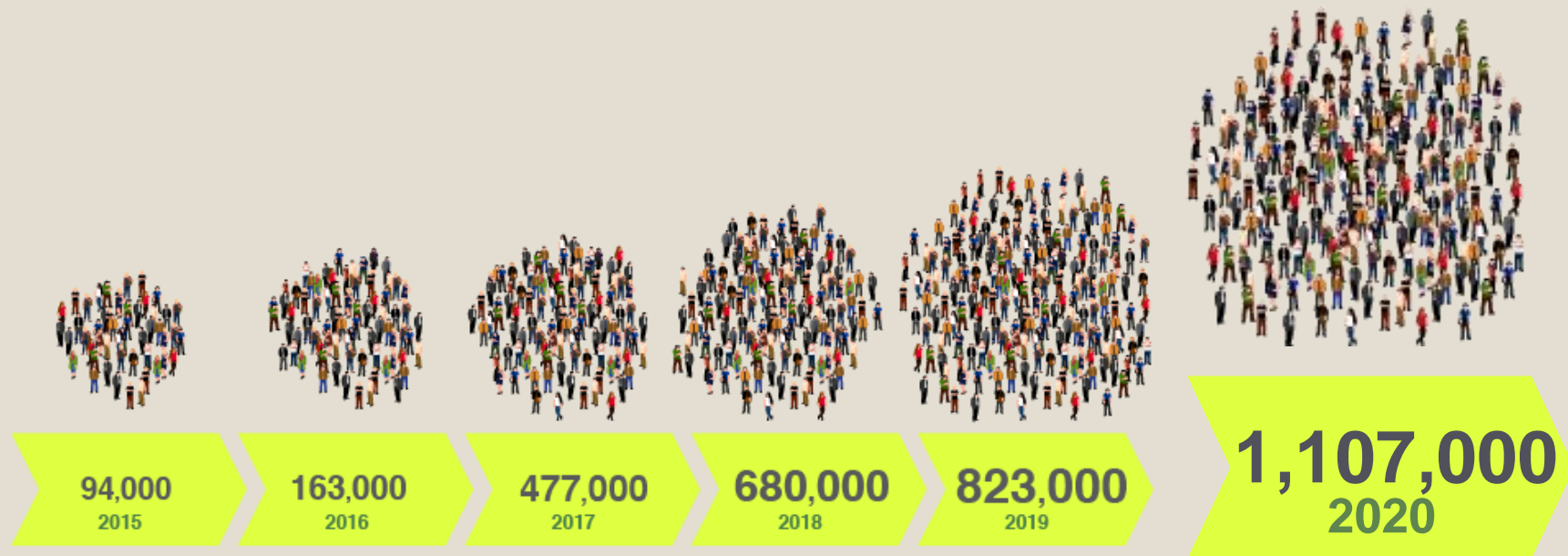
Highest Traffic among All Shopping Malls

No. of daily visitors:
250,000 customers

A snapshot on 23rd Jul, 2020. Over 530,600 unique devices visited HKTVMall and spent 9 mins 34 secs on average.



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



Combined Unique Customer
(Rounded to nearest thousand)

Our Customers Buy More Frequently with More Categories

Quarterly Average Purchase Frequency per Customer

Q1
2016

2.16x

Q4
2018

3.03x

Q4
2019

3.76x

Q4
2020

4.77x

Quarterly Average Purchase Categories per Customer

Q1
2016

1.93

Q4
2018

2.44

Q4
2019

2.57

Q4
2020

2.91

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.



> 4,200 Merchants/ Supplier Partners

> 450,000 SKUs



Supermarket



Skincare &
Make up



Personal
Care and
Health



Mother &
Baby



Pets



Electrical
Appliances



Housewares



Dining and
Lifestyle



Sports and
Travel



Toys
and
Books



Fashion



Insurance



Disney



LEGO® Flagship
Store

**Repeat Purchase
Catalyst**

More than 4,200* Merchant Partners on Board

Supermarket



Personal Care



Beauty



Mother & Baby



Pet



Electronics



Houseware



Sports & Travel



Toys & Books



Fashion



Service



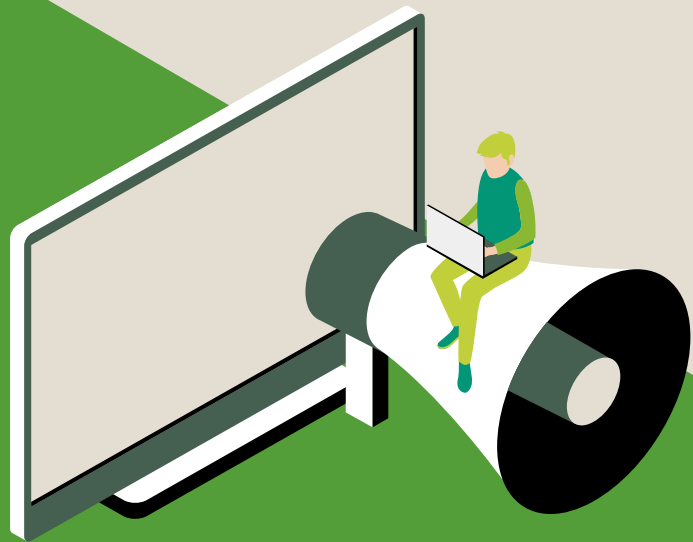
Insurance



Disney



*Data as of 3rd Jan 2021



WHAT MAKES
HKTVMall A
SUCCESSFUL
MARKETPLACE?

Our 3 Core Pillars

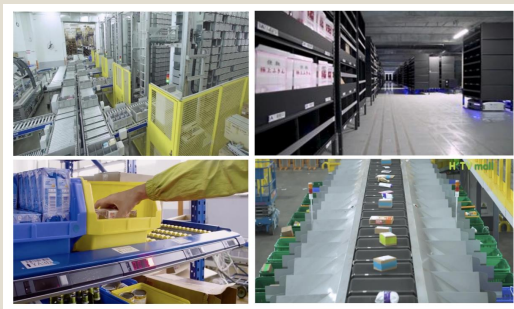
Carrying 450,000+ SKUs

Full-Service
Marketplace



Germany imported Automated
System with combined
capacity of 30,000+ daily
warehouse orders

400,000 Sq. Ft.
Warehouses



350 trucks in operation daily
76 O2O Shops

Largest HK
Residential
Distribution
Network





Expansion of Pick-up Points – HKTVMall O2O Shops

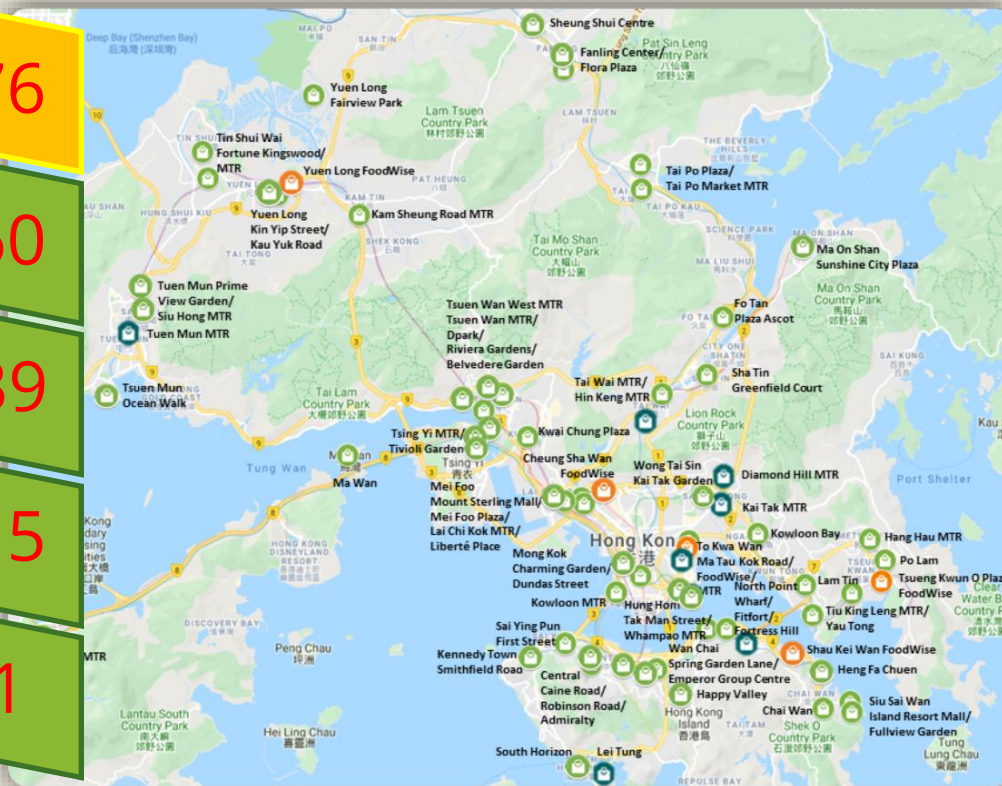
NOW :76

Dec 2019 :60

Dec 2018 :39

Dec 2017 :15

Dec 2016 :1



2020 New
Pick-Up Points!

GIORDANO



e-Locker

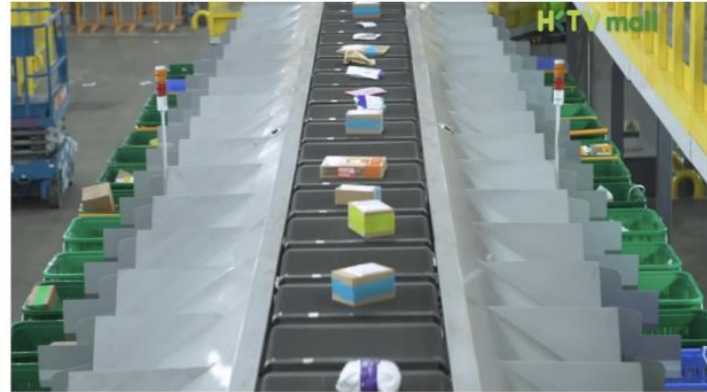
alfred

...and more!

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



Technology Deployed for Scalability, Cost Efficiency and Accuracy





Sorter in
Tuen Mun



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!



Going International

Business Update

Technology Enabler



- Signed **the first contract** with **a HK Retail Group** to provide end-to-end Online Shopping Mall Solutions
- New online shopping mall will be launched in **Q3-Q4 2021**
- Discussing with a few local and international supermarket and retail operators to explore co-operation opportunities in Hong Kong and overseas

Enabling 2-3 Online Shopping Malls in HK



Referring our **4,200** merchants and suppliers to the online malls enabled by Shoalter



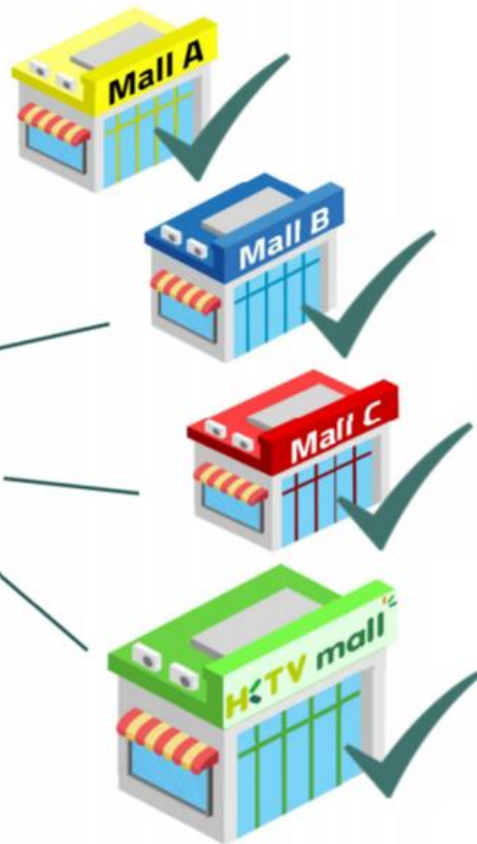
Linkage between malls

- Share the “traffic”
- Be the “Hub” between different malls

Consultant, Designer & Builder



Shoalter
Technology Ltd.
Member of HKTV Group



Global showcase

Go Global



* The setup of new offices will be subject to the progress of international projects

WHAT CAN HKTVmall OFFER?



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



Category Sales Event – Wine & Dine Festival



HKTVMall
美酒節
28/9—4/10

買美酒滿\$1,000送
水晶酒杯一對

HKTVMall x **LUCARIS**
Kong Fook Hong & Co.

美酒節
Wine Fair

Tonight at 9
Facebook Live Streaming Wine Tasting
Tips For Pairing Wine & Food

WINE Magazine Editor-in-Chief
Nelson Siu

Founder of Pu Tau Tang
Peter Kwong

根據香港法律，不得在業務過程中，向未成年人士賣或供應令人醺醉的酒精。
Under the law of Hong Kong, intoxicating liquor must not be sold or supplied to a minor in the course of business.

- 7-days-event, wine category sales doubled up
- Whisky/ Spirits Category sales doubled up, achieved over 7 digit in sales
- Supported with digital promotion plans (Live shows on social media platforms) and offline leaflet distribution in 70+ O2O shops

Top selling products

Wine & Spirit Merchant >

Ballantine's - Ballantine'S Finest

Alcoholic Beverages



Special Price RSP:\$193|Buy More Save More

\$ 109.00

[Price Trend](#)

[Immediate shipment](#)

10,000+ Sold

Save More



Buy 2 \$213.64
Avg. \$106.82



Buy 6 \$621.30
Avg. \$103.55

Packing Spec: 1000ml

Country of Origin: Scotland

Description: 『根據香港法律，不得在業務過程中，向未成人售賣或供應令人醺醉的酒精。』
"Under the law of Hong Kong, Intoxicating liquor must not be sold or supplied to a minor in the course of business."

Ballantine'S Finest

Delivery / Return:

- The product can be arranged to deliver within 24 hours the soonest when the order is placed ([More](#))
- Sold by HKTVmall
- This product is non-returnable



★★★★★ 4.5 (138 Reviews) | [Write Review](#)

10,000+ Sold

Wine & Spirit Merchant >

Chivas - Chivas 18Yo

Alcoholic Beverages



Special Price RSP:\$778|Buy More Save More

\$ 528.00

[Price Trend](#)

[Immediate shipment](#)

2,000+ Sold

Save More



Buy 2 \$1034.88
Avg. \$517.44



Buy 6 \$3009.60
Avg. \$501.60

Packing Spec: 700ml

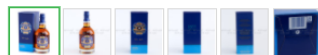
Country of Origin: Scotland

Description: 『根據香港法律，不得在業務過程中，向未成人售賣或供應令人醺醉的酒精。』
"Under the law of Hong Kong, Intoxicating liquor must not be sold or supplied to a minor in the course of business."

Chivas 18Yo

Delivery / Return:

- The product can be arranged to deliver within 24 hours the soonest when the order is placed ([More](#))
- Sold by HKTVmall
- This product is non-returnable



★★★★★ 4.6 (64 Reviews) | [Write Review](#)



Search Code: E10817

Qty

- 1 +

HKTVmall Advertising Credits Reference

Target group	Audience size
Full base	2.4M
Supermarket	1.1M
Personal Care	1M
Housewares	871K
Electronic Appliances	848K
Beauty and Health	534K
Mother and Baby	415K

Target group	Audience size
Sport and Travel	361K
Dining and Lifestyle	315K
Toys and Books	276K
Fashion	247K
Pets	209K
Disney	89K
Insurance	61K

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

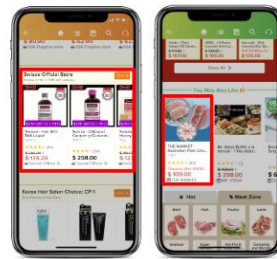


Splash Ad

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

CRM – On-target HKTVmall Ad Formats

Pre-set target list

- **Booking Channel:**
Ad Booking System
- **Send base:**
Pre-set target list (sub-category)

Tailor made target list (CRM)

- Send base: base on merchant's request
- (e.g. membership level, interest group, etc)
- Pricing: Charge by each message

Ad Format	Merchant Rate	
	Ad cost per message*	Minimum Booking
App Notification	\$0.8	\$15,000
eDM	\$1	\$20,000
Message Centre	\$0.9	\$15,000

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



HKTVMall Live Channel (HKTVLIVE)

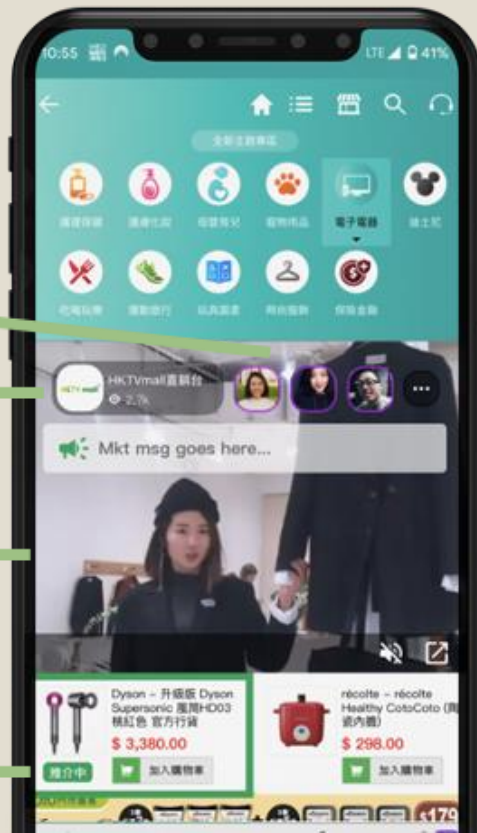
- Officially launched in January 2021
- Implant at the most eye-catching position of the HKTVMall app
- Customers can add products to cart while watching the live broadcast
- Create urgency and successfully drive sales

Other channels

Video views

Live video

SKU List
(Viewers can add the SKU into shopping cart)



HKTVLive – Success Cases



Live Show Performance

> 45,000
Total views

> 65%
View-to-
Engagement Rate

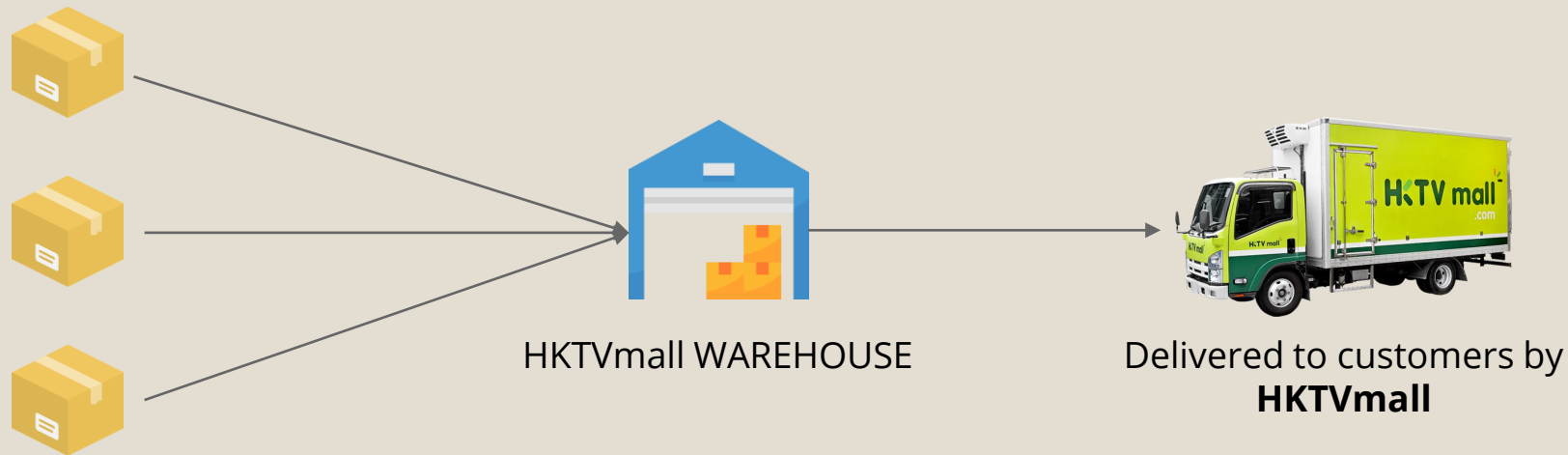
> 15%
Conversion
Rate

Performance vs. the week before Live Show

2X*
Growth in Store Sales



Operation – Standard Delivery



9AM



Check order summary
report at 9am every
morning.



Pick and pack your
products per order's
waybill.



6PM



Group your products
and deliver to HKTVmall
warehouse before 6pm.

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

*Merchant goods: Tuen Mun
*Chilled: Kwai Chung (arrive by 4pm)
*Frozen: Cheung Sha Wan (arrive by 4pm)

Operation – Standard Delivery

1

Deliver to our warehouse by your own personnel

2

By **GOGO** 

Offers special rates for HKTVmall's merchants

Operation – Merchant Delivery



**Flowers, Fruit Hamper
and Poon Choi**



**Electronic Appliances
pricing above \$4,000**



**Product requiring
installation services**



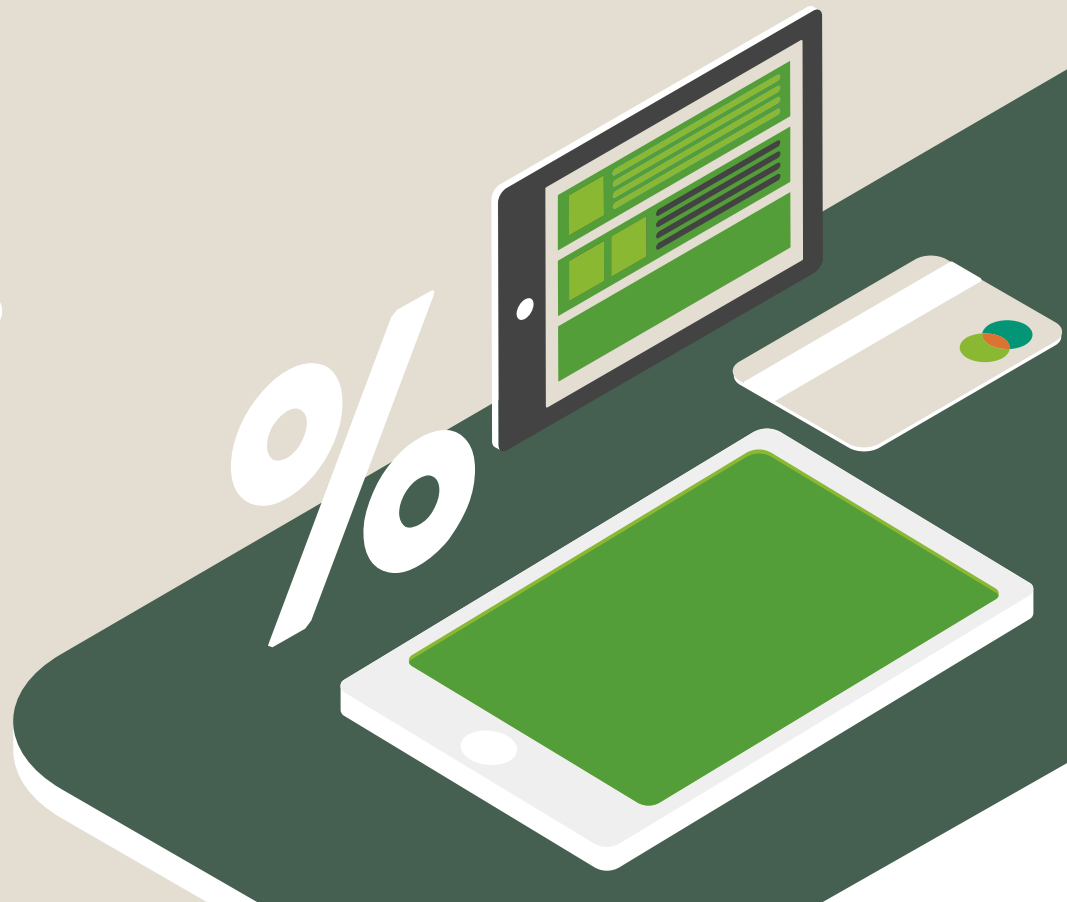
Fine Jewellery
Pure Gold/ Diamond



Alcoholic Beverages
Priced above \$2,000

HKTV mall ^{1,2}	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 	LIMITED TO CERTAIN GOODS	Food that is sending to customers in 2-3 days after being processed/ sliced up, for example: <ul style="list-style-type: none"> Frozen/ fresh fruits & vegetables Fresh bakery Eggs/ processed eggs
Delivery Time	From Mondays to Saturdays (including public holidays in between): <ol style="list-style-type: none"> Room Temp.: By 6pm 0-4°C: By 4pm -18°C: By 4pm 	<ul style="list-style-type: none"> Contact customer to confirm delivery details upon receiving orders Complete orders in 14 days 	Merchant can choose either slot: <ol style="list-style-type: none"> 10pm-12am on the day before Delivery Date 12am-4am on Delivery Date
Delivery Method & Destinations	Deliver well-packed goods to assigned warehouse(s): <ol style="list-style-type: none"> Room Temp.: Tuen Mun 0-4°C: Kwai Chung -18°C: Cheung Sha Wan 	Deliver to address provided by customers	Must deliver to 3 warehouses in Tseung Kwan O, Tsing Yi & Tuen Mun within the slot

HOW TO KICK-START?



Cost to Start

Annual Fee \$18,000

Commission

Rebate

\$21,000

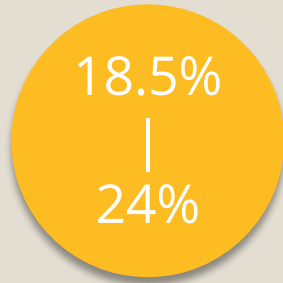
**HKTVmall Advertising
Credits***

*The advertising credits will be given on pro-rata basis based on signed contract date.
Details can be checked with us upon contract acknowledgement.

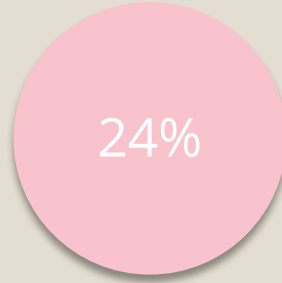
Standardized Commission Rate as per Product Categories



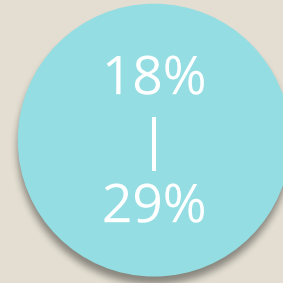
SUPERMARKET



PERSONAL CARE
& HEALTH



BEAUTY



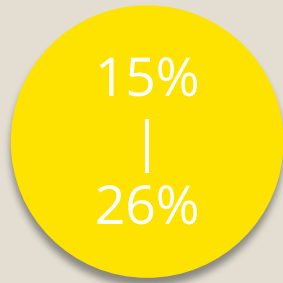
MOTHER & BABY



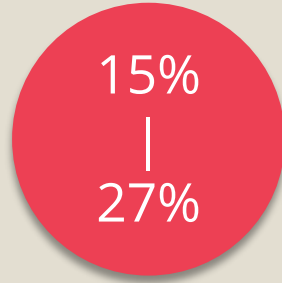
PETS



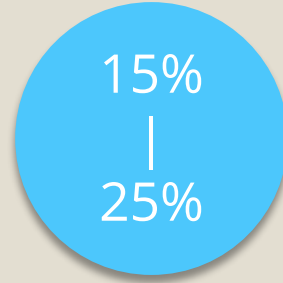
ELECTRONICS



HOUSEWARES



SPORTS &
TRAVEL



TOYS & BOOKS



FASION

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

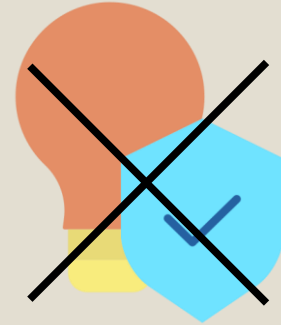
What to Avoid



- 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

D0031

2

Contract

- Confirm your plan
and sign e-contract

3

Upload Products

- Detailed product
description
- Clear product photos

CONTACT US NOW



aog.merc@hktv.com.hk



WhatsApp
(Scan to Connect!)

KELVIN

+852 3185 9252



HEBE

+852 3977 4391

