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Hong Kong Television Network Limited
香港電視網絡有限公司

(Incorporated in Hong Kong with limited liability under the Companies Ordinance)
(Stock Code: 1137)

BUSINESS UPDATE

Further to the announcement made by Hong Kong Television Network Limited (“**HKT**” or the “**Company**”) on 19 November 2014 in relation to the launch of the Company’s one-stop Over-The-Top platform, the board of directors (the “**Board**”) of the Company is pleased to announce that the HKTV Mall has formally commenced operation today, 2 February 2015.

In order to encourage purchases, the Company will launch a promotional campaign between 2 February 2015 and 15 February 2015. During that period, the approximately 1.23 million existing registered users will receive HK\$100 Mall Dollar, which can be used as cash for shopping at the HKTV Mall on or before 31 March 2015. Any person who becomes a registered user of the HKTV Mall on or before 15 February 2015 will receive the same offer.

It is the Company’s objective to enhance the brand recognition of the HKTV Mall and stimulate increases in purchases by the registered users through the promotional campaign.

Shareholders of the Company and/or investors are advised to exercise caution when dealing in the Company’s securities.

By Order of the Board
Hong Kong Television Network Limited
Wong Wai Kay, Ricky
Chairman

Hong Kong, 2 February 2015

As at the date of this announcement, the Executive Directors are Mr. Wong Wai Kay, Ricky (Chairman), Mr. Cheung Chi Kin, Paul (Vice Chairman), Ms. To Wai Bing (Chief Executive Officer), Ms. Wong Nga Lai, Alice (Chief Financial Officer); and the Independent Non-executive Directors are Mr. Lee Hon Ying, John, Mr. Peh Jefferson Tun Lu and Mr. Mak Wing Sum, Alvin.