

【For Immediate Release】

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Yoho Group Holdings Limited
友和集團控股有限公司

**Yoho Group Partners with Brands and HSBC Credit Card
to Launch Exclusive Offers and Rewards During Double 11 Festival
Yoho Platform's Pageviews Surges to 320%**

(Hong Kong, 3 November 2022) – **Yoho Group Holdings Limited** (“Yoho Group” or the “Group”; Stock Code: 2347), a leading e-commerce platform in Hong Kong, is pleased to announce that the Group officially kicked off its one-month Double 11 Shopping Festival on 1 November 2022. During the Double 11 Festival, the Group will fully leverage the competitive advantages of its online-merge-offline (OMO) retail model, to forge a 24-hour seamless shopping experience for customers by removing the barriers of time and distance. Customers can also enjoy the best online shopping rewards of the year during the festival. Capitalising on its well-developed omnichannel shopping experience, effective marketing campaign and vast customer base comprising over 900,000 registered members, the pageviews of the Yoho e-commerce platform (“Yoho Platform”) for the first hour, starting at 00:00 on 1 November 2022, recorded a substantial increase and surged to 3.2 times compared with the average pageviews for the same period in October 2022. Meanwhile, the Yoho Platform has attracted over 40,000 unique visitors browsing the special offers for the first twelve hours of the Double 11 Festival (i.e. before the opening hour of Yoho offline retail stores).

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Flash deal
\$11 Up

YOHO
DOUBLE
SHOPPING

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The shopping festival brings together “Value-for-money Products”, “Flash Sales” and “Best HSBC Credit Card Discount”. During the shopping festival, a wide variety of hot items will be offered at special prices of HK\$11, HK\$111 and HK\$1,111. Flash sales will be launched for 11 consecutive days, starting at 00:00 a.m. every day, providing fantastic offers on over 1500 items.

Exclusive to HSBC Credit Cardholders



A single net purchase of HK\$1,500 or above*
Instant discount HK\$200

Coupon code: HSBCNOV

Promotional period: 1 Nov to 30 Nov 2022

*Delivery fee is excluded from the net purchase amount.
Terms and conditions apply. To borrow or not to borrow? Borrow only if you can repay!

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In terms of credit card promotion, Yoho Group joins hands with HSBC to jointly launch a new round of exclusive offers and rewards for the third consecutive year. From 1 November 2022 to 30 November 2022, customers can enjoy HK\$200 off upon spending of HK\$1,500 in a single purchase on the Yoho e-commerce platform with HSBC credit cards, by entering the discount code **【HSBCNOV】**. The discount applies to all products on the Yoho e-commerce platform. In addition, HSBC cardholders can enjoy a special price of HK\$1,500 for various popular electronic products and appliances, including iPhone 14, Nintendo Switch Game Console, XBOX, Dyson hair dryer and fan during the shopping festival. Combining the HK\$200 discount mentioned above, HSBC cardholders can purchase the popular items at HK\$1,300.

Ms. Kathy Tsui, Co-founder and Chief Operating Officer of Yoho Group, said, "The Double 11 Festival originates from the promotion campaign launched by Taobao Marketplace in China. The successful campaign is well worth for us to make reference of and we launched our first "YOHO Double 11 Shopping Festival" in November 2014, making us likely to be one of the earliest e-commerce and retail companies in Hong Kong that launched a large-scale Double 11 promotion. We have witnessed that the Double 11 Shopping Festival has gradually become an annual massive sales event for brands and retail businesses in Hong Kong. The "Yoho Double 11 Shopping Festival" this year has received great support from brands, HSBC Credit Card and customers. We achieved remarkable results on the first day of the festival which demonstrated the huge potential of the Hong Kong e-commerce market and the business resilience of e-commerce enterprises in a challenging environment. Looking forward, Yoho will continue to seize the strategic opportunities of the retail industry and create a shopping experience for consumers with no barriers of time and distance while promoting the growth and development of the Group"

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About Yoho Group Holdings Limited (Stock Code: 2347)

Yoho Group Holdings Limited, Hong Kong's first B2C e-commerce company listed on the HKEX main board, operates on the online-merge-offline (OMO) business model. It has more than 900,000 registered users and more than 2,290,000 monthly active users and offers a diverse product portfolio covering approximately 24,000 SKUs (with a focus on consumer electronics and home appliances). According to Frost & Sullivan 2020/21 data, Yoho ranked first as an e-commerce platform with a primary focus on consumer electronics and home appliances in Hong Kong in terms of website traffic and recorded the highest online retail sales of consumer electronics and home appliances among all Hong Kong e-commerce platforms.

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