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Yoho Group Holdings Limited

友和集團控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2347)

VOLUNTARY ANNOUNCEMENT UNAUDITED OPERATIONAL INFORMATION FOR THE THREE MONTHS ENDED 30 JUNE 2022

The board (the “**Board**”) of directors (the “**Directors**”) of Yoho Group Holdings Limited (“**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to announce the unaudited operational information for the three months ended 30 June 2022 of the Group.

The unaudited operational information of the Group’s business including online shopping platform and offline business for three months ended 30 June 2022 is summarised as below:

		Change in Percentage	
		Three months ended 30 June 2022 vs Three months ended 31 March 2022	Three months ended 30 June 2022 vs Three months ended 30 June 2021
Gross merchandise value (the “ GMV ”) ¹ (rounded to the nearest million)	HK\$244 million	15.0%	54.3%
Number of completed orders ² (rounded to the nearest thousand)	130,000	0.3%	39.8%
Basket value ³ (rounded to the dollar)	HK\$1,879	14.7%	10.3%
		As at	
	30 June 2022	31 March 2022	30 June 2021
Number of registered members ⁴ (rounded to the nearest thousand)	827,000	775,000	597,000

Notes:

1. The “GMV” for a particular period is equivalent to the total gross sales dollar value of all relevant orders completed during that period, before deductions for discounts offered by us and set-offs by virtue of conversion of membership points.
2. Number of completed orders includes orders placed by our registered members with us on the Yoho E-commerce Platform (as defined below), orders made by our customers at our retail stores, and orders from consumers received via online redemption platform(s) of third-party reward scheme(s) and third-party online marketplaces that had been completed during the specified period of time.
3. The “basket value” for a particular period is calculated by dividing our GMV by the number of orders completed during that period. Our Directors view the “basket value” as a measure of our average order size.
4. An individual may enroll as a “registered member” through our e-commerce platform at www.yohohongkong.com (desktop version) or m.yohohongkong.com (mobile version) (the “**Yoho E-commerce Platform**”) (as a prerequisite to the placement of any order on the platform), or upon a purchase completed at any of our retail stores (as he/she wishes).

The Board wishes to remind shareholders and potential investors of the shares of the Company that the above information is unaudited and is based on preliminary internal information of the Group, which may be subject to adjustment and differ from figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collating such information.

Shareholders and potential investors of the Company are cautioned not to unduly rely on such information and are advised to exercise caution in dealing in the Company’s shares.

By Order of the Board
Yoho Group Holdings Limited
Wu Faat Chi
Chairman and Executive Director

Hong Kong, 10 July 2022

As at the date of this announcement, the Board comprises Mr. Wu Faat Chi and Ms. Tsui Ka Wing as executive Directors; Mr. Man Lap, Mr. Hsieh Wing Hong Sammy and Mr. Adamczyk Alexis Thomas David as non-executive Directors; and Dr. Qian Sam Zhongshan, Mr. Chan Shun and Mr. Ho Yun Tat as independent non-executive Directors.