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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 31 DECEMBER 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 31 December 2022 of the Group.

The unaudited operational information of the Group’s business including online shopping platform and offline business for three months ended 31 December 2022 is summarised as below:

	For the three months ended 31 December 2022 <i>(unaudited)</i>	Change in Percentage	
		Three months ended 31 December 2022 vs Three months ended 30 September 2022	Three months ended 31 December 2022 vs Three months ended 31 December 2021
Gross merchandise value (the “ GMV ”) ¹ (rounded to the nearest million)	HK\$253 million	17.4%	2.1%
Number of orders intake ² (rounded to the nearest thousand)	127,000	13.3%	(8.7)%
Basket value ³ (rounded to the dollar)	HK\$2,000	3.7%	11.8%
		As at	
	31 December 2022	30 September 2022	31 December 2021
Number of registered members ⁴ (rounded to the nearest thousand)	920,000	876,000	717,000

Notes:

1. The “GMV” for a particular financial period is equivalent to the total gross sales dollar value of all relevant orders intake for products and services during that financial period, regardless of whether the products and services are delivered, returned or cancelled; before deductions for discounts offered by us and set-offs by virtue of conversion of membership points; and inclusive of shipping and handling charges, duty and taxes.
2. The “number of orders intake” for a particular financial period consists of orders placed with us, 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 during that financial period.
3. The “basket value” for a particular period is calculated by dividing our GMV by the number of orders intake during that financial period.
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 January 2023

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.