



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

**Yoho Group Celebrates the Grand Opening of  
its Largest Flagship Store in Hong Kong**

**Further Expands the Retail Network to Facilitate the Synergistic Effect  
in Driving Online and Offline Traffic and Promote Sales Growth**

(Hong Kong, 6 October 2022) - **Yoho Group Holdings Limited** (“Yoho” or the “Group”; Stock Code: 2347), a leading e-commerce platform in Hong Kong, is pleased to announce that the largest Yoho flagship store in Hong Kong will have its grand opening tomorrow, 7 October 2022. The store spanning 12,000 square feet on the 9<sup>th</sup> floor of Hang Lung Centre, Causeway Bay features a rich and diverse product portfolio with more than 24,000 SKUs. With the addition of the flagship store in Causeway Bay, the Group’s offline retail network now covers Kowloon East, Kowloon West and Hong Kong Island, offering existing and potential customers in various districts better shopping experiences.

Unlike pure e-commerce or traditional physical retail stores, Yoho launched a unique online-merge-offline (“OMO”) retail model in early 2013. The opening of the flagship store in Causeway Bay will strengthen the synergies of the Group’s online and offline operations. As a leading B2C e-commerce platform in Hong Kong, Yoho has more than 880,000 registered members and massive website traffic. According to Google Analytics’ March 2022 data, the number of monthly active users of Yoho E-commerce Platform (the “Platform”) reached 2,290,000 active users, and the number of daily unique users exceeded 70,000. The massive website traffic can be converted into offline store customer flow, allowing the Group to rely less on customer flow in certain geographical areas by leveraging its own traffic, thereby reducing costs and increasing efficiency. Meanwhile, customers can access the real-time inventory availability at the Group’s retail stores on the Platform, leading them to visit the retail store where the products are available and make purchases at the store. Customers can also shop online and pick up their ordered items at retail stores. In addition, customers can view the product videos and user reviews of all items on the Platform by scanning the digital price tags at the retail stores, so they can shop with confidence and better shopping experience.

Looking ahead, Yoho Group will continue to expand its offline retail network on top of its three existing retail stores, each having a GFA of over 10,000 sq. ft. The Group plans to establish two large retail stores in New Territories East and New Territories West, improving its offline retail presence and strengthening its logistics deployment to enhance its efficiency for last-mile delivery. According to the statistic of Hong Kong Census and Statistics Department, based on the travelling distance within a 10 km of each retail store of Yoho, the Group expects its offline retail network to be serving by then more than 4,780,000 people in Hong Kong, representing approximately 65% of the city’s entire population. Capitalizing on its efficient warehouse management system, approximately 2,000 self-pickup points across Hong Kong, mature logistics and distribution services, and extensive offline retail network, the Group will be able to deliver goods to consumers in a faster manner, thus meeting the rapid growth in the demand for “Quick Commerce”.

**Mr. Franz Wu, Chief Executive Officer of Yoho Group,** said, “Yoho has been actively optimizing all aspects of the consumption process to continuously enhance customer experience. The opening of our Causeway Bay flagship store has given us a better offline footprint for presenting customers with yet more seamless OMO shopping experiences. In addition, with the city gradually easing quarantine requirements, visitors are expected to come to Hong Kong again. Our three existing physical flagship stores in transportation hubs will attract mainland tourists interested in buying electronic products in Hong Kong, laying the foundation for our cross-border e-commerce business.”



Yoho opens its largest flagship store in Hong Kong on the 9<sup>th</sup> floor of Hang Lung Centre, Causeway Bay.



The flagship store in Causeway Bay offers a diverse product portfolio of over 24,000 SKUs.



All Yoho offline retail stores adopt digital price tags, which allows automatic price update and customers to scan QR codes to access more comprehensive product information such as introduction videos and user reviews.

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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 880,000 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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