

【For Immediate Release】



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

**Yoho 'Black Friday' is Ready to Go
Reaches 900,000 Registered Members and Livestream Shopping Kicks Off the Fest**

(Hong Kong, 23 November 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 Group will organise its annual "Black Friday Cyber Monday Shopping Festival" from 24 November to 28 November. During the period, Yoho will launch a variety of rewards to benefit consumers, including flash sales for five consecutive days with over 600 popular items up to 90% off. In addition, consumers will continue to enjoy the best credit card rewards jointly offered by Yoho and HSBC. 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】**.



Yoho has been adopting dynamic sales strategies to provide customers with diversified shopping channels and scenarios. The Group will join hands with Cable TV to kick off its "2022 Black Friday Shopping Festival" by launching a live stream shopping campaign at 8:30 p.m. on 24 November. The influencers will be the hosts and introduce a series of popular beauty appliances to target customer groups with discounts of up to 59% off. The live broadcast will be on the Facebook pages of Cable Life, Yoho and HOY (free TV channel 77).

Ms. Kathy Tsui, Co-founder and Chief Operating Officer of Yoho Group, said, “Under the strategy of Winning through Stability, the Group has maintained robust cost discipline and cooperated with brands and banks to launch various promotions to stimulate consumption amid the economic headwinds. Following the favourable results in the “Yoho Double 11 Shopping Festival” and the number of registered members reached 900,000, another highlight of the year, “Black Friday”, is ready to go. Yoho will seize the opportunities brought by this global shopping festival to promote the sales growth of the Group. The efficient online-merge-offline (OMO) retail model continues to be our significant competitive edge. The previous positive profit alert, estimating that the adjusted net

profit for the six months ended 30 September would surge 130% yoy, proves our ability to achieve satisfactory results despite a challenging environment. Looking ahead, we will adhere to the all-round enhancement of “cost, efficiency and experience” to unleash our brand value and create the greatest value for all stakeholders.”

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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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