

【For Immediate Release】

**Yoho Group Holdings Limited**
友和集團控股有限公司**Yoho Group Announces Q42022 Operational Information
Basket Value Hits a Record High of HKD2,000
Actively Expands the GBA Business with Unique Advantages**

(Hong Kong, 10 January 2023) – **Yoho Group Holdings Limited** (“Yoho” or the “Group”; Stock Code: 2347), a leading e-commerce platform in Hong Kong, is pleased to announce the unaudited operational information for the three months ended 31 December 2022 (the “Fourth Quarter”) of the Group. During the Fourth Quarter, the gross merchandise value¹ of the Group reached HKD253 million, representing a quarter-on-quarter increase of 17.4% and a year-on-year increase of 2.1%. Basket value² increased to a record high of HKD2,000, representing a year-on-year increase of 11.8%. The increasing e-commerce penetration in Hong Kong has driven the continuous growth in the number of registered members of the Group. As at 31 December 2022, the number of registered members reached 920,000.

Mr. Franz Wu, Chief Executive Office of Yoho Group, said, “Despite the continued relaxation of COVID-19 restrictions, the economy of Hong Kong remained in the doldrums in the Fourth Quarter. Consumers have become more cautious amid a rising rate environment. Leveraging its resilient OMO retail model and continuously improved operational efficiency, Yoho successfully maintained steady growth in a challenging business environment. It is worth noting that the basket value hit a record high, reflecting the effectiveness of the Group's marketing strategy for medium to high-end consumers. The number of registered members is expected to reach 1 million in March 2023. Yoho will continue to optimize the user experience and enhance customer stickiness.”

Regarding the border reopening between Hong Kong and China on 8 January, **Mr. Franz Wu** expected that it would have positive impacts on the Group, and he added, “Yoho will utilize its unique advantages to actively expand its business in the Greater Bay Area (the “GBA”). The consumers in the GBA have a huge demand for electronic products with strong confidence in Hong Kong retailers. In addition to providing cross-border e-commerce direct delivery services to mainland customers, Yoho has also made active deployments for the consumption needs of the GBA tourists, including promoting the new Causeway Bay store spanning over 10,000 square feet in the popular district, offering diversified payment methods for mainland consumers, and collaborating with business partners to launch instant discounts etc., to fully fulfill their shopping needs. We believe that the GBA business will be a growth engine 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 members 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.

1. The “GMV” for the Fourth Quarter is equivalent to the total gross sales dollar value of all relevant orders intake for products and services during that period, regardless of whether the products and services are delivered, returned or cancelled; before deductions for discounts offered by the Group and set-offs by virtue of conversion of membership points; and inclusive of shipping and handling charges, duty and taxes.

2. The “basket value” for the Fourth Quarter is calculated by dividing the Group's GMV by the number of orders intake during that period.

For Media Enquiries:

Strategic Financial Relations Limited

Ms. Heidi So Tel: (852) 2864 4826
Ms. Phoenix Fung Tel: (852) 2114 4939
Ms. Yvonne Lee Tel: (852) 2864 4847

Email: heidi.so@sprg.com.hk
Email: phoenix.fung@sprg.com.hk
Email: yvonne.lee@sprg.com.hk