



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

**Yoho Group Celebrates Its 10th Anniversary
To Reward Customers with a Series of Thanksgiving Promotions**

(Hong Kong, 1 March 2023) – **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 celebrate its 10th Anniversary on 13 March 2023. As a pioneer in the Hong Kong e-commerce market, Yoho aspired to improve customer experience through innovations and technological advances over the past decade. Leveraging its online-merge-offline (OMO) retail model, the Group has been offering a 24-hour seamless shopping experience for consumers. After 10 years of rapid development, Yoho has evolved from a small online shopping site specializing in the sale of electronic products and appliances to Hong Kong's first B2C e-commerce company listed on the HKEX main board with product offerings across all categories. Capitalising on its omnichannel shopping experience and effective marketing strategies, the Group has successfully established a vast customer base comprising approximately 1 million registered members and more than 2.29 million monthly active users.

In celebration of its 10th anniversary, Yoho will organise “Yoho 10th Anniversary Thanksgiving Festival” (the “Festival”) in March to express its gratitude to customers for their support and trust over the past decade. A series of exciting promotions and events will be launched during the Festival, including flash sales with discounts of up to 90% off for 13 consecutive days, exclusive partner offers, Yoho ice-cream truck, and HKID card holders discount.



Flash sales will be launched at 12:00 a.m. for 13 consecutive days, from 1 to 13 March. Over a thousand products, including smart home appliances, electronics, travel essentials, and beauty products, will be available at discounts of up to 90% off, with some popular items priced as low as HK\$10. Various international brands such as Dyson, Samsung, Toshiba, HP, Delonghi will also offer exclusive discounts during the Festival. Furthermore, Yoho has partnered with PayMe, one of Hong Kong's largest payment gateway and lifestyle partners in various aspects of daily life, including KMB Club1933, Foodpanda, Lalamove, Klook, Birdie, and Trip.com to offer exclusive discounts, to reward the customers for their confidence and trust in Yoho. In terms of the PayMe offer, from 1 March to 30 April, customers who spend

over HK\$1,500 in a single transaction on Yoho using PayMe can enjoy a discount of HK\$100 by entering the promotion code 【YOHOPM2023】. The discount applies to all products, including marketplace products and flash sale items. Offers will be terminated immediately after the quotas are depleted.

友和YOHO 10歲
“友”你著數

用PayMe消費滿HK\$1,500
即減HK\$100

推廣期: 2023年3月1日至4月30日

優惠碼 | YOHOPM2023

儲值支付工具牌照編號: SVFB002 ※優惠受條款及細則約束。

To share the joy of Yoho's 10th anniversary with its customers, the Group has arranged the Yoho Ice-cream truck to distribute free ice-cream to all Yoho members on 8, 11, and 13 March in Cheung Sha Wan, Causeway Bay, and Kwun Tong respectively, as part of the city-wide celebration of Yoho's Thanksgiving Festival.

In addition, the Group will offer a special promotion for local citizens in its three Yoho stores, each spanning over 10,000 square feet. From 1 to 31 March, customers who spend over HK\$500 in-store and have characters "Y", "O", "H", "3", "1", or "O" in their HKID cards can enjoy a discount of HK\$10 per designated character, up to a maximum of HK\$40. Repeated characters will only be counted once.

友和YOHO 10歲
請你食雪糕

派發日期及時間

3月8日 (12:30 - 14:30)
長沙灣麗閣商場 (長沙灣地鐵站A出口)
3月11日 (12:30 - 14:30)
銅鑼灣百德新街 (銅鑼灣JP戲院側)
3月14日 (12:30 - 14:30)
觀塘駿業街近中海日升中心位置

召集YOHO313會員
解鎖更多豐富獎賞!

友和YOHO

由即日起至2023年3月31日, 於門市購物滿HK\$500
身分證 ID no. 印有:
Y O H 3 1 O

每單最多可減 HK\$40

每人可享此優惠1次。優惠數量有限, 額滿即止。
優惠受條款及細則約束。如有任何爭議, 友和YOHO保留最終決定權。

Ms. Kathy Tsui, Co-founder and Chief Operating Officer of Yoho Group, said, “This year marks an important milestone in Yoho as we have reached our 10th anniversary. We would like to extend our heartfelt gratitude to all our customers, investors, business partners, and brand merchants for their unwavering support and trust, which has enabled us to continue growing and thriving over the years. In the past decade, we have witnessed the Hong Kong e-commerce market evolve from being heavily

questioned to a fast-growing industry with an annual sales value of HK\$35 billion. In recent years, the structural changes in consumer behavior have made online shopping no longer an auxiliary option, but one of the daily habits of the public. This demonstrates the tremendous consumption power and domestic demand potential of the Hong Kong e-commerce market. As an e-commerce pioneer rooted in Hong Kong with a vision of the world, Yoho Group will actively capture new opportunities by utilising its strengths, continue to promote the booming development of the Hong Kong e-commerce market, and create better shopping experiences for our customers."

For more details on Yoho 10th anniversary promotion, please visit <https://bit.ly/41ue7Sb>.

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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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