



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

**Yoho Group Launches Y Charity, A Big Leap in the Hong Kong Digital Philanthropy  
Provide Charitable Institutions with Free Access to Yoho Platform for Fundraising**

(Hong Kong, 17 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 the launch of its charity support program, Y Charity. Under the program, the Group will provide local charitable institutions with free access to its Yoho e-commerce platform (“the Platform”) for fundraising and charitable sales. All proceeds will be donated to the respective charitable institutions, and the Group will not charge or deduct any administrative fees throughout the process. The program aims to rally the kindness and efforts of all sectors of the city, enhance public awareness of the underprivileged and promote local charitable fundraising activities by leveraging the Platform, to build a caring and inclusive society.

Yoho has always adhered to the philanthropic spirit of giving back to society since its establishment. The Group has actively participated in and organized various charitable activities to support people in need. In response to the recent earthquake in Turkey, the Group swiftly initiated a 24-hour donation campaign on the Platform, appealing to customers to donate heaters and thermal cups at near cost. Yoho also matched the customers’ donations of heaters and thermal cups to evaluate the charity effort. With the enthusiastic support of the public, approximately 800 thermal cups and heaters were successfully donated to disaster victims through the Turkish Consulate General in Hong Kong.

**Mr. Franz Wu, Chairman and Chief Executive Office of Yoho Group** said, “As a responsible corporate citizen, we realized that without the public support, the donation made by Yoho alone would be very limited. We should utilize our advantages to create a greater impact. In view of the ongoing resource constraints faced by the social welfare sector, which prevent them from providing more effective assistance to vulnerable communities, Yoho decided to launch the Y Charity program to collaborate with over 10,000 Hong Kong charitable organizations, by sharing our operational resources to improve local fundraising effectiveness and support more targeted groups with different needs. Additionally, Hong Kong lags behind in the development of digital philanthropy at present. Yoho aspires to facilitate the digital transformation of charitable institutions and expand their fundraising channels with the program. Y Charity can also provide Yoho users with a convenient way to participate in charitable endeavors at anytime and anywhere, showcasing the concept of “community philanthropy” and the innovative value of philanthropy, as well as creating a more harmonious and inclusive society.”

Y Charity covers all charitable institutions and trusts granted tax exemption under section 88 of the Inland Revenue Ordinance. Eligible institutions can join the Platform for free and set up their dedicated online stores to solicit donations and conduct charity sales. The program can assist charitable institutions in significantly increasing the audience reach of their fundraising campaigns and reducing their administrative costs, by capitalizing on the Group’s huge website traffic and customer base. The program can also help small-scale charitable institutions to enhance their popularity and fundraising effectiveness. For more information, please visit <https://www1.yohohongkong.com/post/1126-Y-Charity>.

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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 29,000 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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