

【For Immediate Release】



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

**Yoho Group and JHC Launch Strategic Partnership
Offers Free Same-day Pickup at JHC Stores
Enhances the Efficiency of Last-mile Delivery**

(Hong Kong, 29 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 strategic partnership (the “Partnership”) with Japan Home Centre (H.K.) Limited (“JHC”), a wholly-owned subsidiary of International Housewares Retail Company Limited (Stock Code: 1373) on last-mile delivery. **The Partnership offers free pickup services for Yoho orders at 30 JHC stores across Hong Kong in the first phase, with a guarantee of “Same-day Collection” for orders placed before 10:00 a.m. every day**, providing customers with more convenience and flexible pickup options. Both parties consider expanding the pickup network of JHC stores in the future to effectively meet the growing demand for fast delivery.

With effect from today, customers spending HKD300 or more on the Yoho e-commerce platform (“Yoho Platform”) will be eligible for free pickup services at any of the 30 JHC stores in the first phase, of which, “Same-day Collection” will be guaranteed for orders placed on the Yoho Platform before 10:00 a.m. Additionally, by presenting the Yoho pickup receipt, customers can enjoy a discount of HK\$10 upon single spending of HK\$100 at the JHC store. Under the Partnership, both parties can fully leverage their respective competitive advantages and resources. Yoho can enhance the efficiency of its last-mile delivery with JHC’s comprehensive offline retail network while introducing new customer traffic to JHC, creating a win-win situation.

Mr. Franz Wu, Chairman and Chief Executive Office of Yoho Group said, “E-commerce has become a new normal in the post-pandemic era. “Timeliness” and “Convenience” are the biggest drivers of online shopping. Therefore, fast delivery and pickup options are crucial to the success of e-commerce enterprises. Under this Partnership, Yoho and JHC combine their respective strengths in both online and offline retail channels to seamlessly integrate the convenience of online shopping with physical retail services and further enhance the diversity and flexibility of delivery services. We have also made the “Same-day collection” service available to our customers to meet the thriving demand for quick commerce. Looking forward, Yoho and JHC will continue to deepen the collaborations and achieve greater business synergy by actively exploring partnerships in multiple areas such as comarketing, inventory sharing and logistics pooling, cooperation on the Yoho marketplace, etc., to provide customers with quality and diversified shopping options.”

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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 1,000,000 registered 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.

About International Housewares Retail Company Limited (Stock Code: 1373)

International Housewares Retail Company Limited is the largest houseware retail chain in Hong Kong, Singapore and Macau. The Group offers quality houseware and lifestyle products through an extensive retail network comprising over 380 stores in Hong Kong, Singapore, Macau, Cambodia, East Malaysia and Australia under renowned brands including JHC, 123 by ELLA, DAY DAY STORE, \$mart, JAPAN HOME and JHCeshop brands. Leveraging extensive sourcing channels and private label products, the Group provides a full range of houseware items and services at competitive prices, creating a one-stop shopping experience for customers.

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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