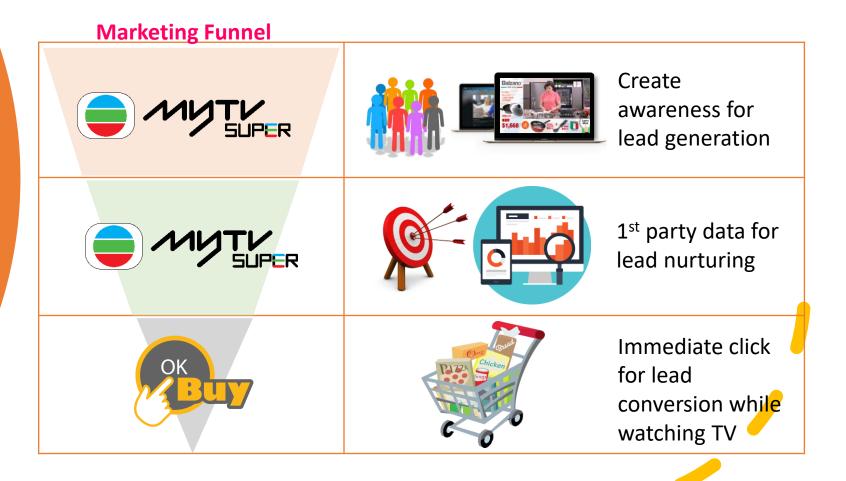




A new all-in-one OTT-commerce solution is available in Hong Kong now



Encouraging Sales Performance In Only 2 Quarters

Average Spend / Order

HK\$599

Latest 8 weeks (Aug 24 - Oct 12)

*myTV SUPER Audience Wiling To Spend Online For TV Shopping Per Order

 \$200 - \$500 \$500 - \$2000 \$2000 - \$5000 \$5000 above \$5000 above \$5000 above 	•	Below \$200	14%
• \$2000 - \$500013%• \$5000 above12%	•	\$200 - \$500	28%
• \$5000 above 12%	•	\$500 - \$2000	34%
	•	\$2000 - \$5000	13%
Source : myTV SUPER Inhouse Su	•	\$5000 above	12%
			Source : myTV SUPER Inhouse Surv



Sales Revenue Q2 vs Q3 + 356%

Number of Order Q2 vs Q3

+123%



How's works by using of Remote Control

"OK Buy" advertisement is pushed while audience is watching the program. (Set-top box)



Using myTV Super remote and press "OK"



Either scan QR Code



Or enter mobile no. to receive SMS with URL





How's it works by using of Remote App

"OK Buy" advertisement is pushed while audience is watching the program. (Set-top box)





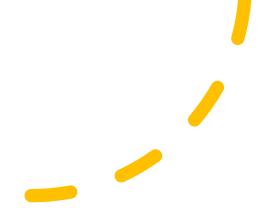
Using Remote App and press "OK"

Directly go to the e-shop and do shopping



Our Strengths







Mass Reach With High Consumptions

58% Reach Per Week 4.2 Days Visits Per Week 118mins Daily Time Spent Per User

Active Weekly Device Breakdown

Set-Top-Box	538,061
Арр	572,947
Web	151,677

Source : Adobe Analytics

Period : week 2104





There are the most comprehensive and most diverse user data from our Data Management Platform





A mix of TV, Mobile & Web are the surefire hit with your customers in anytime & anywhere

Including online behavior characteristics, demographics, interests and TV program viewing orientation), and will surely discover your potential target audience



Ride on the #1 OTT platform in HK OK Buy brings you



Octopus and PayMe

- myTV Shops 1st party data
- Accurately to dig out potential customers
- Improve advertising effectiveness

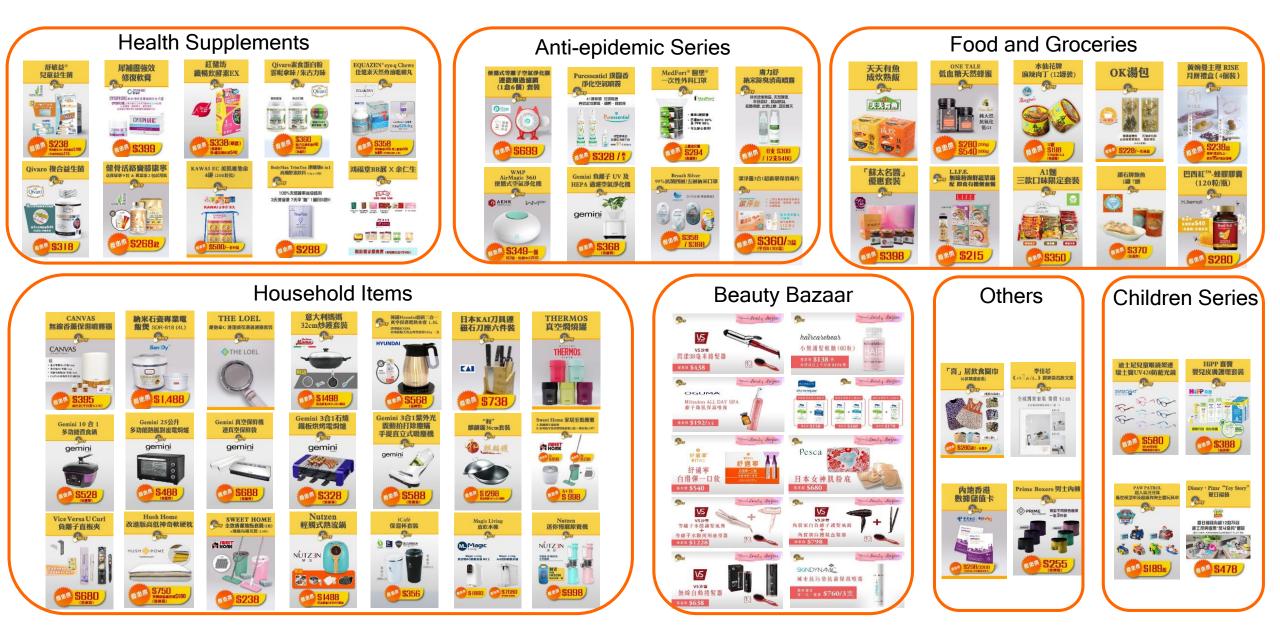
- Warehouse, Backend and logistics team
- BBS integration, supplier delivery, e-coupon
- CS Supports

Production & Promotion

- Professional video production with heavy exposures on myTV SUPER + Social Media + TVB promotions support
- Timely optimization to get better results and more

Let's see who has appeared here







Listen to what the supplier says





Successful Case - 陶源酒家豪華鮑魚盆菜





Campaign Summary

Period : Jan 28 - Feb 6, 2021 Total reach : 513,743 unique audiences Total clicks to product page : 11,665 Clicks ratio : Instream 30% vs Display 70% Conversion ratio : Instream 90% vs Display 10%

Strategy :

- Targeted to high potential group (Shopping Decision Maker & Drama Audience)
- Retargeting ads (Display) to keep approaching in front of bounced traffic after they clicks or visits the shops in sequence.
- Optimize the better performance group and nail down to it.

Outcome :

• Excellent performance on sales figures.



OK Buy is GOOD for

• As a bulk yard - very effective distribution channel for long backlog



 For existing product - nourish your brand and benefits the sales in othe sales channels



 For new product launch - create immediate awareness and build brand



OK Buy Year-Round Package



Inverted L-shape Banner



LREC



In Stream





HK\$68,000 per package

- myTV SUPER will offer HK\$200,000 of media value in prevailing rate with approx. 1,000,000 impressions of 30s instream. The inventory is convertible to provided ad formats
- Profit Sharing: min. 40% for myTV SUPER
- The acceptance of product & price are subject to myTV SUPER's final decision
- 1 Product x 8 weeks

Early Bird Price : HK\$62,800 per package

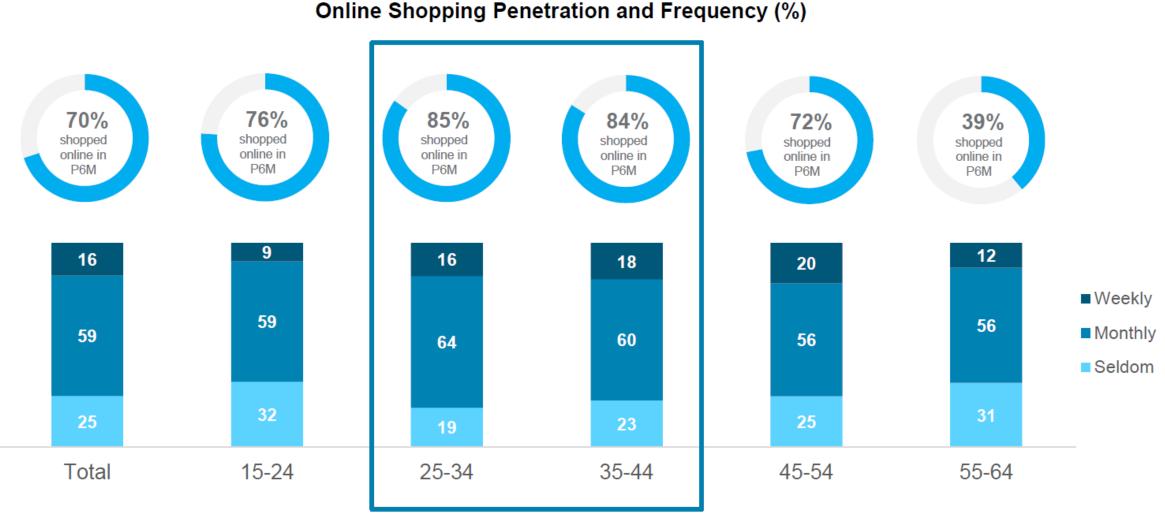
- Confirmed on or before May 14, 2021
- Signed up the (Big Big Shop "Letter of Intent" for HK\$5,000 eCoupon campaign)



Unlimited Possibilities On OTT-Commerce

From "Nielsen Video Landscape Survey 2020"

Shopping online is popular for audience below 54

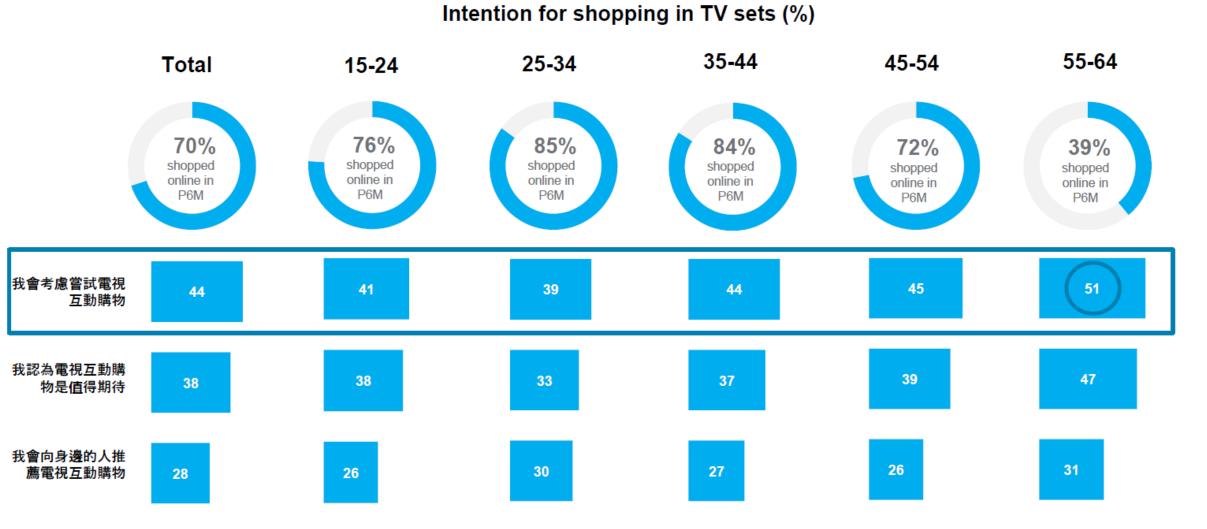


Q74. 在過去六個月内,你有在網上購買任何產品或服務嗎?

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Base: Hong Kong Citizen aged 15-64 who have watched any online or offline video content in past 7 days Total (n=2,574); 15-24 (n=351); 25-34 (n=479); 35-44 (n=532); 45-54 (n=589); 55-64 (n=623)

Higher potential for a trial of shopping via TV Set among A35+, the elder the audience the more intention on trial



Q77. 對於 "電視互動購物" 這種網購途徑,你有幾同意以下句子 Base: online shopper in P6M; Total (n=1,792); 15-24 (n=266); 25-34 (n=409); 35-44 (n=448); 45-54 (n=426); 55-64 (n=243)



is providing Performance + Promotion + Conversion in one go. We are not just an online retail platform but your business arm playing a crucial role for both of our growth and development

