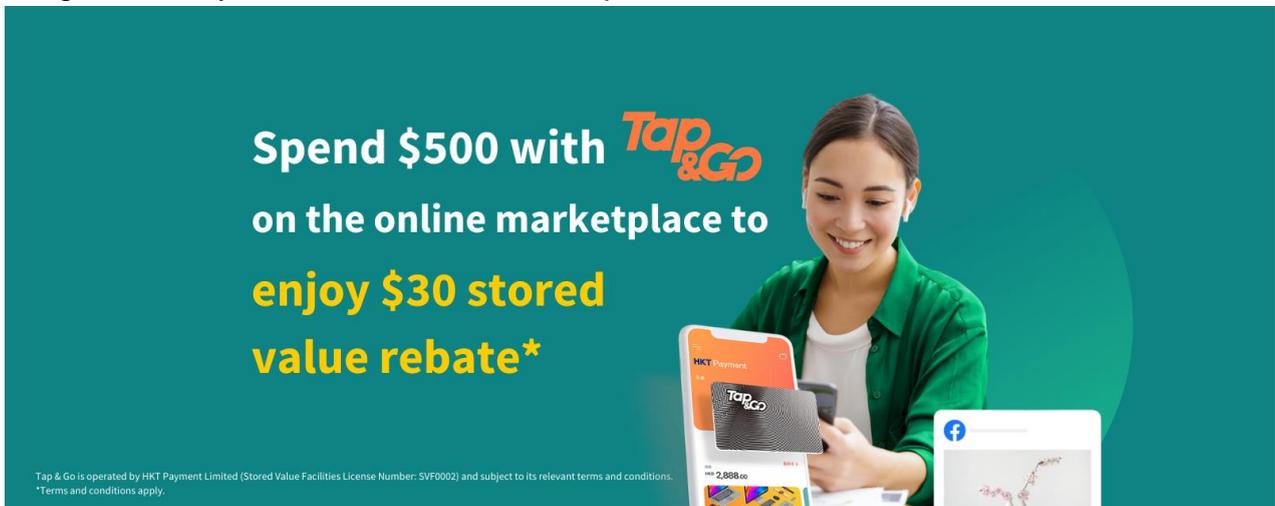


Boutir collaborates with Tap & Go to launch a cutting-edge livestreaming online marketplace

*Bringing small merchants together on themed livestreaming platform
to seize opportunities from new round of the Government's consumption vouchers
and offer interactive shopping experience*

HKT (SEHK: 6823) – HONG KONG, April 14, 2022 – Boutir, a social mobile commerce solutions provider and multi-channel commerce platform, has partnered with the Tap & Go¹ mobile wallet under HKT Payment Limited to launch a cutting-edge livestreaming online marketplace. The platform will host a series of livestreaming sales events under various themes to facilitate consumers' access to more comprehensive merchandise information and offers. It will also support local merchants in coping with the business model under the new normal amidst the epidemic and seizing the business opportunities brought about by the new round of consumption vouchers.



**Spend \$500 with Tap & Go
on the online marketplace to
enjoy \$30 stored
value rebate***

Tap & Go is operated by HKT Payment Limited (Stored Value Facilities License Number: SVF0002) and subject to its relevant terms and conditions.
*Terms and conditions apply.

From today till June 30, 2022, Tap & Go users will receive a HK\$30 Tap & Go stored value rebate upon spending HK\$500 or more via Tap & Go's QR code on the livestreaming online marketplace or at designated merchants on Boutir's website². Meanwhile, eligible merchants on Boutir's commerce platform can sign up for the SmartPOS one-stop payment acceptance device and FPS Payment Solution through HKT Merchant Services and enjoy 0% FPS and Tap & Go transaction fees³.

The livestreaming online marketplace, jointly launched by Boutir and Tap & Go, is a multi-store and multi-venue setup that allows merchants in similar categories (e.g. frozen meat, fruits, and wines and spirits) to participate in livestreaming sales events together to offer diverse settings and consumption experiences. Merchants can choose any appropriate venue to host livestreaming sales events with other merchants in a similar category at the online marketplace easily.

Additionally, the online marketplace can directly link shoppers to merchants' websites, allowing merchants to make reference to the user traffic data, build its customer base and enhance user engagement. Merchants can also run data analytics to plan marketing strategies for product promotion and sales accurately. Starting from April 18, 2022, the marketplace will host live marketing campaigns under different themes at 9pm, once a week for four consecutive weeks, during which livestreaming merchants will provide a range of offers. The details are as follows:

cont'd...



Livestreaming sales campaigns

Date	Themes
April 18, 2022	Grocery shopping and cooking tips
April 27, 2022	Spending consumption vouchers with your family: shopping for trendy lifestyle products
May 4, 2022	Travel through your eyes: products from Japan, Korea and across the world
May 11, 2022	For the pretty ones: fashion and beauty special

Electronic payment has increasingly been in vogue in recent years. With the launch of the Government's new round of consumption vouchers, Boutir is committed to bringing advanced new business models to online and offline merchants. Anchored on four core values: Simple, Mobile, Social and Data, Boutir helps merchants enhance consumers' purchasing power in the highly competitive retail market. Boutir merchants now have access to over 10 electronic payment services, making it the first mobile commerce platform in Hong Kong to have engaged such a high number of payment service providers.

Ms. Heidi Chan, Chief Operating Officer of HKT Financial Services, said, "While the majority of Tap & Go users are youngsters who favor online shopping, online shopping has also been a growing trend in recent years, particularly during the pandemic. We are delighted to partner with Boutir, an online commerce platform that brings together numerous local merchants. In addition to helping small businesses adapt to the new business model, we are also offering specials on transaction fees to enable merchants to capture opportunities from the new round of consumption vouchers and economic recovery. At the same time, through the livestreaming online marketplace and a series of spending rewards, Tap & Go users can enjoy an online shopping spree using the consumption vouchers from the comfort of their own home, which will ultimately help boost local spending."

Ms. Bibiana Wong, Head of Sales & Marketing at Boutir, said, "The COVID pandemic has completely reshaped the way we shop in large and small economies around the world. From buying daily necessities to finding toys and game consoles to relieve boredom, we have had to rely heavily on online shopping. Boutir has always emphasised that data is the fuel of the future, and those who have access to the data would also have access to business. Data is important to merchants for analytics and insights. We are pleased to partner with HKT to launch this innovative livestreaming marketplace which can directly link to merchants' websites, allowing them direct access to user traffic and to build their customer base. This breaks down the technical barriers to opening online stores for merchants ranging from small stores to long-standing brands, which in turn allows them to

take advantage of technological developments so they can enter this previously intimidating market.”

Details about the rewards and the list of designated merchants will be announced in due course. Stay tuned to <https://tapngo.com.hk/eng/cvs.html> for the latest updates and offers featuring the new round of the Government’s consumption vouchers via Tap & Go.

To learn more about the promotion regarding special transaction fees, please call HKT Merchant Services’ hotline at +852 2888 3388, or visit https://www.hktmerchantservices.com/home/en/FPS_payment_suite.html.

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1. Tap & Go is operated by HKT Payment Limited (Stored Value Facilities Licence Number: SVF0002) and subject to the relevant terms and conditions.
2. The promotion is subject to terms and conditions. Please refer to <https://bit.ly/3NWbB05>.
3. The promotion is subject to terms and conditions. Please refer to <https://bit.ly/3MtwGOT>.

About HKT

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider and a leading innovator. Its fixed-line, broadband, mobile communication and media entertainment services offer a unique quadruple-play experience. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, enterprise solutions, FinTech, e-commerce, big data analytics, media entertainment including the provision of interactive pay-TV services, and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centres.

HKT is the first local mobile operator to launch a true 5G network with differentiated value-added services. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fibre backhaul infrastructure, HKT is committed to providing comprehensive 5G network coverage across the city.

HKT delivers end-to-end integrated solutions employing emerging technologies such as 5G, cloud computing, Internet of Things (IoT) and artificial intelligence (AI) to accelerate the digital transformation of enterprises and contribute to Hong Kong's development into a smart city.

Riding on its massive loyal customer base, HKT has also built a digital ecosystem integrating its loyalty program, e-commerce, travel, insurance, big data analytics, FinTech and HealthTech services. The ecosystem deepens HKT’s relationship with its customers, thereby enhancing customer retention and engagement.

For more information, please visit www.hkt.com.

LinkedIn: [linkedin.com/company/hkt](https://www.linkedin.com/company/hkt).

About Boutir Limited

Established in 2015, Boutir Limited is a social mobile commerce solutions provider and multi-channel commerce platform for SME, individual corporate and KOLs to set up online stores and run a retail business through mobile apps. Boutir is proud to be one of commerce partners of Facebook and Google since 2019 and the first mobile apps provider running online stores in the region. In June 2020, Boutir further engaged to generate a Dynamic Product Catalogue, short video and livestreaming function to promote merchant's products in Facebook Shop. Headquartered in Hong Kong, Boutir currently works with 150K+ merchants and has expanded into Southeast Asia.

Website: <https://www.boutir.com/>

FB: <https://www.facebook.com/boutir.hk>

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