

Media release

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## OliveX Agreement with HKTV Showcases its Retail Strategy

- Innovative fitness technology company OliveX Holdings Limited, announces promotion and resale agreement with ecommerce provider, HKTVmall
- HKTVmall, a Hong Kong-based online shopping mall, is part of the Hong Kong Television Network Group (SEHK: 1137, MC: HK\$11.26Bn)
- The agreement broadens the consumer market reach of OliveX's KARA Smart Fitness Mirror and associated subscription-based services

Digital health and fitness company **OliveX Holdings Limited (NSX: OLX)** ("OliveX" or "the Company") is pleased to advise that it has signed a reseller agreement with ecommerce provider and Hong Kong listed company Hong Kong Television Network Limited (SEHK: 1137, "HKTV").

Through its 24-hour online shopping platform HKTVmall, which has an approximate 35% market share of Hong Kong's ecommerce apparel and fashion sales, will promote and sell the Company's KARA Smart Fitness Mirror and accessories to Hong Kong based consumers.

The promotion and sale of the KARA Smart Fitness Mirror through the HKTV platform is intended to elevate the profile and reach of the Company's innovative fitness offerings. The agreement supports OliveX's wider channel partner strategy to broaden its footprint throughout the Asia region and follows the Company's announcement on 24 November 2020 confirming its reseller agreement with leading electronics retailer, FORTRESS.

"We are excited to have secured a reseller agreement with a high calibre partner like HKTV," said Keith Rumjahn, CEO of OliveX. "HKTVmall has a strong reputation and consumer network throughout Hong Kong. We are progressing similar agreements with other retail groups throughout the Asia Pacific region and we look forward to updating shareholders in the event any further agreements are executed."

The agreement has been entered into on commercial terms, with HKTV deriving a market value commission from sales of the KARA Mirror.

More information in relation to Hong Kong Television Network and HKTVmall can be found at the websites [www.hktv.com.hk](http://www.hktv.com.hk) and [www.hktvmall.com](http://www.hktvmall.com) respectively.

### OliveX Holdings Limited

OliveX is a digital health and fitness company selling innovative products and applications to deliver a unique user experience using artificial intelligence, gamification and premium content. With its flagship product the KARA Smart Fitness Mirror and associated subscription-based applications, OliveX provides a platform that links and engages consumers with brands, influencers and fitness coaches and that enables any space to become a personal fitness studio. OliveX has a market reach that spans over 170 countries.

For more information, please visit [www.olivex.ai](http://www.olivex.ai)



## **KARA Smart Fitness**

KARA Smart Fitness is OliveX's digital application that delivers premium, on demand and live health and fitness-related content and classes from celebrity trainers and wellness influencers across the globe. KARA Smart Fitness complements the KARA Smart Fitness Mirror and together the products provide a complete hardware and software solution that harness artificial intelligence and technology for at-home fitness.

For more information, please visit [www.karasmartfitness.com](http://www.karasmartfitness.com)

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*This release has been authorised by the board of OliveX Holdings Limited.*

