

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

August 17, 2026

Wong Wai Kay, Ricky
Vice Chairman and Group Chief Executive Officer
c/o Jessie Cheng, Associate Director – Corporate Communications
Hong Kong Technology Venture Company Limited (HKTV)

Dear Mr. Wong,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to request to meet to discuss the growing global pushback against HKTV's decapitation and dismemberment experiments on animals, and to share new information that Emma—the largest direct to consumer mattress brand—has decided to close its HKTVmall storefront due to HKTV's animal testing.

Emma Cuts Ties with HKTVmall

Emma has authorized the following statement: "As soon as we learned about the troubling animal testing funded by HKTVmall's parent company, Emma decided not to continue its commercial relationship with HKTVmall, with the store closing and the relationship fully concluded by the end of the year. We appreciate and support PETA bringing this matter to our attention."¹

Cosmetics giant Lush Asia Limited,² companion animal health product company Pawfect Reborn,³ and nutritional product company Fitasty⁴ have also publicly cut ties with HKTVmall over HKTV's animal testing. PETA is urging other retailers to reevaluate their relationship with HKTVmall as well.

Viable Non-Animal Research Methods Exist

You can use human-relevant technologies to improve human health in limb transplantation, organ preservation, and tissue regeneration. Rejected organs from organ donors, healthy portions of diseased organs removed from living patients, and limbs from brain-dead patients granted through consent of the family, for example, have also been used to improve preservation techniques

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¹ PETA. Campaign Updates: Animals Dismembered, Decapitated in Hong Kong Experiments. June 2, 2026. Accessed August 17, 2026. <https://www.peta.org/news/hktv-campaign-updates/>

² Lush Asia Limited. 撤出網購平台 HKTVmall 之聲明. We Are Lush - Hong Kong. April 9, 2026. Accessed May 18, 2026. <https://weare.lush.com/zh-hk/lush-life/company-statement/departure-from-hktvmall/>.

³ Pawfect Reborn. 寵參堂重要公告：關於產品下架HKTVmall的聲明與說明. Facebook. April 12, 2026. Accessed April 13, 2026. https://www.facebook.com/story.php?story_fbid=1439450678193543&id=100063858735989.

⁴ Fitasty. 我們做了一個決定. Fitasty 已正式於 HKTVmall 下架. Instagram. March 31, 2026. Accessed April 13, 2026. <https://www.instagram.com/p/DXBu3bVjCgu/>.

Entities:

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (U.K.)

in kidneys,⁵ lungs,⁶ livers,⁷ and upper extremities for use in transplantation.⁸

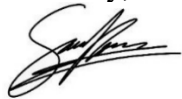
Organoids—three-dimensional human cell-derived models that replicate self-organized human tissues—have been used to preserve human brain tissue.⁹ Various computational models have been developed that, for example, predict failure in kidney transplantation, evaluate the quality of kidney donations, and calculate dosing models for optimal immunosuppression.¹⁰ Regarding blood regeneration, in a recent clinical trial, stem cell derived platelet products were used to supplement the platelets of a patient for whom no compatible platelet donors were available, marking “an important milestone in the clinical application of iPSC-PLTs [autologous iPSC-derived platelet products]...making blood transfusion medicine more complete.”¹¹

Experiments on Animals Fail to Translate to Humans

Preclinical experiments, largely conducted on animals, consistently fail to produce meaningful results, as 95% of all new drugs that test safe and effective in experiments on animals fail in human clinical trials.¹² Intrinsic biological and genetic differences among species contribute significantly to problems in extrapolating results to humans from other animals. HKTV would do better to advance human health by using the aforementioned human-relevant methods.

You can contact me at SamuelP@peta.org. Thank you, and we look forward to your response.

Sincerely,



Samuel Pons, M.A.
Special Projects Associate
Laboratory Investigations Department

cc: Kenneth Lau, CEO, International Business, HKTV
Jelly Zhou, CEO, Hong Kong, HKTV

⁵ Kang M, Kim S, Choi JY, et al. *ex vivo* kidney machine perfusion: Meta-analysis of randomized clinical trials. *British Journal of Surgery*. 2024;111(4). doi:10.1093/bjs/znac102.

⁶ Medeiros IL, Pêgo-Fernandes PM, Mariani AW, et al. Comparison of lung preservation solutions in human lungs using an ex vivo lung perfusion experimental model. *Clinics*. 2012;67(9):1101-1106. doi:10.6061/clinics/2012(09)19.

⁷ Kanani T, Isherwood J, Chung WY, et al. A O03 ex vivo perfusion of isolated human liver segments: The development of a novel model for ethical, Translational Research. *British Journal of Surgery*. 2022;109(Supplement_9). doi:10.1093/bjs/znac404.003.

⁸ Rezaei M, Ordenana C, Figueroa BA, et al. Ex vivo normothermic perfusion of human upper limbs. *Transplantation*. 2022;106(8):1638-1646. doi:10.1097/tp.0000000000004045.

⁹ Xue W, Li H, Xu J, et al. Effective cryopreservation of human brain tissue and neural organoids. *Cell Reports Methods*. 2024;4(5):100777. doi:10.1016/j.crmeth.2024.100777.

¹⁰ Loupy A, Preka E, Chen X, Wang H, He J, Zhang K. Reshaping transplantation with ai, emerging technologies and xenotransplantation. *Nature Medicine*. 2025;31(7):2161-2173. doi:10.1038/s41591-025-03801-9.

¹¹ Sugimoto N, Eto K. Ex vivo production of platelets from ipscs: The iplat1 study and beyond. *HemaSphere*. 2023;7(6). doi:10.1097/hs9.0000000000000884.

¹² National Center for Advancing Translational Sciences. New Therapeutic Uses. April 19, 2024. Accessed June 8, 2026. <https://ncats.nih.gov/research/research-activities/ntu>.