AN INTERNATIONAL ORGANIZATION DEDICATED TO PROTECTING THE RIGHTS OF ALL ANIMALS

PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

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July 2, 2026

Hanno Kirner
CEO
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Dear Mr. Kirner,

Thank you in advance for your time. I'm writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 10.4 million members and supporters around the world—regarding gruesome decapitation and dismemberment experiments on sheep and pigs conducted by Hong Kong Technology Venture Company Limited (HKTV)[1] and funded in part by commissions and fees paid by Dyson to HKTV's subsidiary, HKTVmall, which is Hong Kong's largest e-commerce platform that features products from Dyson. **Based on the information presented below, and growing public outrage over this barbaric and irrelevant animal testing,[2,3,4] we urge Dyson to immediately reconsider its business relationship with HKTVmall as other brands have already done until HKTV permanently ends these experiments on animals.**

HKTV Admits to Horrific Animal Testing

On March 30, HKTV released its annual results,[5] revealing that since 2022 they have conducted 38 experiments on sheep and pigs, who had their heads and limbs cut off and kept alive for up to seven hours. HKTV says these tests are exploratory with speculative benefit, noting "results obtained to date do not constitute commercial products nor clinically applicable solutions, and there is no assurance that such outcomes will be achieved in the future."[6]

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[1] PETA. Pigs and Sheep Dismembered, Decapitated in Gruesome Tests by Online Shopping Mall Owner. Accessed May 13, 2026. https://support.peta.org/page/96396/action/1?locale=en-US

[2] Tse H, HKFP. HKTVMALL parent firm faces backlash over "cruel" experiments on animals. April 10, 2026. Accessed May 13, 2026. https://hongkongfp.com/2026/04/01/hktvmall-parent-firm-faces-backlash-over-cruel-experiments-on-severed-animal-heads-limbs/.

[3] Pang J, Reuters. HKTVMALL parent firm defends research into preserving detached animal heads and limbs. April 1, 2026. Accessed May 13, 2026. https://www.reuters.com/business/healthcare-pharmaceuticals/hktvmall-parent-firm-defends-research-into-preserving-detached-animal-heads-2026-04-01/.

[4] Grundy T, HKFP. Activities pose as bloodied pigs, sheep urging HKTV to axe animal tests. April 10, 2026. Accessed May 13, 2026. https://hongkongfp.com/2026/04/11/animal-activists-pose-as-bloodied-pigs-and-sheep-at-hktv-hq-urging-end-to-horrific-live-animal-experiments/.

[5] HKTV. Hong Kong Technology Venture Company Limited Annual Results. March 30, 2026. Accessed March 31, 2026. https://www.hktv.com.hk/uploads/1774859727851-EW01137-ann.pdf.

[6] HKTV, 2026.

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

Dyson is Financially Linked to HKTV's Animal Testing

Per its annual results, HKTV has already invested HK$44.5 million—and plans to invest at least another HK$50 million per year—in these decapitation and dismemberment experiments on animals, classified as a "Life Science Project."[7] HKTV notes that the funds for this animal testing will "support further research and development activities, including the establishment of an overseas laboratory targeted to commence operation in the next 12–18 months which will facilitate ongoing experimental and validation process and for long term research."[8]

This investment is cited as one of the main reasons for HKTV generating a 2025 loss for its New Ventures and Technology business segment, of which the Life Science Project is a part. Given that HKTV states "for the upcoming capital expenditure requirements…[the Life Science Project] is expected to be *funded by internal resources within the Group* and the available banking facilities" (emphasis added), and that HKTVmall is "the Group's core business"[9] with revenue generated from HKTVmall accounting for the majority of its parent company's profits, it is readily apparent that HKTV uses profits from HKTVmall to fund the Life Science Project.[10]

Dyson operates a storefront on HKTVmall and, assuming standard/local plan rates, pays HKTVmall a 5% - 8% delivery commission for products sold on the platform, according to HKTVmall's commission schedule.[11] Separately, per HKTVmall's "Details for Overseas Merchant Partnership Program," the cost to start the business on HKTVmall includes an annual fee of HK$18,000 along with a flat commission rate of "6.5% for all Product Categories."[12]

Thus every time Dyson's storefront on HKTVmall sells a product to a consumer, Dyson pays commissions—on top of any applicable annual fee for running the storefront—to HKTVmall. This is the core business for HKTV, generating profits and internal resources that HKTV uses to fund the decapitation and dismemberment experiments on animals in its Life Science Project. In this way, Dyson is financially linked to HKTV's animal tests.

Decapitating and Dismembering Animals Does Not Advance Human Health

Studies examining spinal cord injury experiments on animals show that decades of such tests have not led to significant progress in reviving spinal neurons, because of fundamental interspecies differences.[13] A systematic review of 416 reports concluded that "no distinct animal

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[7] HKTV, 2026.

[8] HKTV, 2026.

[9] HKTV. 2025 Interim Report. August 27, 2025. Accessed May 13, 2026. https://www.hktv.com.hk/uploads/1758186073682-EW01137-IR25.pdf.

[10] HKTV, 2025.

[11] HKTV. 產品分類碼及佣金表 master primary main category codes_202601.xlsx. Google Sheets. Accessed April 17, 2026. https://docs.google.com/spreadsheets/d/1f1X1QIJU0AD4JwldnDTd1XKiGo7Ewh_J/edit?gid=35785706#gid=35785706.

[12] HKTV. HKTVMALL 商戶加盟簡介 overseas merchant partnership program_20221202.pdf. Google Drive. Accessed May 13, 2026. https://drive.google.com/file/d/1riIQJizzRlyNz69eyYC4xTO1biqSAw8j/view.

[13] Akhtar AZ, Pippin JJ, Sandusky CB. Animal models in Spinal Cord Injury: A Review. *Reviews in the Neurosciences*. 2008;19(1). doi:10.1515/revneuro.2008.19.1.47

species meets all the requirements for an ideal animal model.[14]" For example, translation in rats "has proven notoriously unreliable" for nerve regeneration because of "species-specific neurobiological regenerative profile."[15]

Growing Global Shift Away From Animal Testing

There has been a notable shift away from animal testing internationally. Several U.S. agencies—including the Food and Drug Administration,[16] National Institutes of Health,[17] Environmental Protection Agency,[18] Centers for Disease Control,[19] and U.S. Navy[20]—have recently announced historic plans to phase out animal testing,[21,22] in alignment with PETA's Research Modernization NOW strategic framework for modernizing research toward human-relevant methods.[23]

Viable Non-Animal Research Methods Exist

Instead of using animals in experiments, numerous human-relevant technologies now exist for studying and improving 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 in kidneys,[24] lungs,[25]

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[14] Angius D, Wang H, Spinner RJ, Gutierrez-Cotto Y, Yaszemski MJ, Windebank AJ. A systematic review of animal models used to study nerve regeneration in tissue-engineered scaffolds. *Biomaterials*. 2012;33(32):8034-8039. doi:10.1016/j.biomaterials.2012.07.056

[15] Kaplan HM, Mishra P, Kohn J. The overwhelming use of rat models in nerve regeneration research may compromise designs of nerve guidance conduits for humans. *Journal of Materials Science: Materials in Medicine*. 2015;26(8). doi:10.1007/s10856-015-5558-4

[16] FDA. FDA Announces Plan to Phase Out Animal Testing Requirement for Monoclonal Antibodies and Other Drugs. April 10, 2025. Accessed March 17, 2026. https://www.fda.gov/news-events/press-announcements/fda-announces-plan-phase-out-animal-testing-requirement-monoclonal-antibodies-and-other-drugs

[17] NIH. NIH to prioritize human-based research technologies. April 29, 2025. Accessed March 17, 2026. https://www.nih.gov/news-events/news-releases/nih-prioritize-human-based-research-technologies

[18] EPA. ICYMI: Administrator Zeldin Gets EPA Back on Track to Eliminate Animal Testing After Biden Admin Halted Phase Out. January 26, 2026. Accessed March 17, 2026. https://www.epa.gov/newsreleases/icymi-administrator-zeldin-gets-epa-back-track-eliminate-animal-testing-after-biden.

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[20] Koch A, Fox News. Navy halts dog and Cat Experiments; PETA writes Hegseth about US taxpayer-funded animal tests. May 30, 2025. Accessed March 17, 2026. https://www.foxnews.com/us/navy-halts-dog-cat-experiments-peta-writes-hegseth-about-us-taxpayer-funded-animal-tests-abroad.

[21] PETA. *The Trump administration's achievements for science and animals*. Accessed July 14, 2025. https://www.peta.org/misc/the-trump-administrations-achievements-for-science-and-animals/

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[23] PETA. Research Modernization NOW. November 2024. Accessed March 17, 2026. https://www.peta.org/wp-content/uploads/2025/01/Research-Modernization-NOW-Biomedical.pdf

[24] 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/znae102.

[25] 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.

livers,[26] and upper extremities for use in transplantation.[27] Organoids—three-dimensional human cell-derived models that replicate self-organized human tissues—have been used to preserve human brain tissue.[28] 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.[29] 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."[30]

Other Brands Have Cut Ties With HKTVmall Over Animal Testing

At least three companies so far—cosmetics giant Lush Asia Limited,[31] companion animal health product company Pawfect Reborn,[32] and nutritional product company Fitasty[33]—have already made public statements and cut ties with HKTVmall over HKTV's animal testing. We urge Dyson to emulate the growing governmental, industrial, and societal shift toward human-relevant research.

You can contact me at SamuelP@peta.org. Thank you for your consideration of this important issue. Please reply by August 7, 2026.

Sincerely,



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

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[26] 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.

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[28] 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.

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[31] 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/.

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[33] 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/.