AN INTERNATIONAL ORGANIZATION DEDICATED TO PROTECTING THE RIGHTS OF ALL ANIMALS

PETA

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS

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November 9, 2026

Sir James Dyson
Founder and Chairman
Dyson

Dear Sir Dyson,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA U.S.) and PETA U.K.—PETA entities have more than 10.4 million members and supporters worldwide—regarding gruesome decapitation and dismemberment experiments on sheep and pigs conducted by Hong Kong Technology Venture Company Limited (HKTV) and funded in part by commissions and fees paid by Dyson to HKTV's subsidiary, HKTVmall, Hong Kong's largest e-commerce platform that features Dyson products.[1]

PETA US[2] and PETA Asia[3] have launched campaigns today urging Dyson to reconsider its business relationship with HKTVmall, as Lush Asia Limited and other brands[4] have already done, until HKTV ends these experiments on animals. As detailed in PETA U.S.'s July 2 letter to Dyson's chief executive officer Hanno Kirner,[5] *every time Dyson's storefront on HKTVmall sells a product to a consumer, Dyson pays commissions—on top of any applicable annual fee for the storefront—to HKTVmall. This is the core business for HKTV, generating profits and internal resources that HKTV uses to fund the experiments. In this way, Dyson is financially linked to HKTV's animal testing.*

Will Dyson reconsider its business ties with HKTVmall and end all support for these experiments on animals? You can contact me at ShalinG@peta.org. We look forward to your response. Thank you.

Sincerely,

Shalin G. Gala
Vice President, International Laboratory Methods
PETA U.S.

Mimi Bekhechi
Senior Vice President
PETA U.K.

[1] PETA. Pigs and Sheep Dismembered, Decapitated in Gruesome Tests by Online Shopping Mall Owner. Accessed November 3, 2026. https://support.peta.org/page/96396/action/1?locale=en-US
[2] PETA U.S. PETA Urges Dyson to Reconsider Ties With HKTVmall Over Animal Experiments. Accessed November 9, 2026. https://support.peta.org/page/104225/action/1
[3] PETA Asia. PETA Urges Dyson to Reconsider Ties With HKTVmall Over Animal Experiments. Accessed November 9, 2026. https://secure.petaasia.com/page/204480/action/1
[4] PETA. Companies Cutting Ties with HKTV. Accessed November 3, 2026. https://www.peta.org/misc/companies-cutting-ties-with-hktv/
[5] PETA. Letter to Dyson re: Animal Experiments. July 2, 2026. Accessed November 3, 2026. https://www.peta.org/wp-content/uploads/2026/10/letter-to-dyson-re-animal-experiments.pdf

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