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VIVA CHINA HOLDINGS LIMITED

非凡中國控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8032)

PROFIT WARNING

This announcement is made by Viva China Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market (the “**GEM Listing Rules**”) of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that the Company is expected to record a significant increase in its unaudited consolidated loss for the six months ended 30 June 2014 as compared with the corresponding period in last year, which is mainly attributable to certain non-cash items including (i) share option expenses of approximately HK\$39 million and (ii) an increase in share of loss of an associate (being Li Ning Company Limited, the issued shares of which are listed on the Main Board of the Stock Exchange) by the Group for the six months ended 30 June 2014 based on the Company’s estimation with reference to the published preliminary financial information of such associate. For details of such preliminary financial information, please refer to the announcement of Li Ning Company Limited dated 17 July 2014.

The information in this announcement is based on the preliminary assessment by the management of the Company of draft and unaudited information. The Company is still in the process of finalising the unaudited half yearly results of the Group for the six months ended 30 June 2014. The announcement on the unaudited interim results of the Company for the six months ended 30 June 2014 is expected to be published in mid-August 2014.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Viva China Holdings Limited
Li Ning
Chairman and Chief Executive Officer

Hong Kong, 17 July 2014

Executive Directors:

Mr. LI Ning (*Chairman and Chief Executive Officer*)

Mr. CHAN Ling (*Chief Operating Officer*)

Mr. LI Chunyang

Non-executive Directors:

Mr. CHAN James

Mr. LI Qilin

Mr. MA Wing Man

Independent non-executive Directors:

Mr. CHEN Johnny

Mr. LIEN Jown Jing, Vincent

Mr. NG Sau Kei, Wilfred

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the GEM website at www.hkgem.com on the “Latest Company Announcements” page for at least seven days from the date of its posting and the Company’s website at www.vivachina.hk.