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VIVA GOODS COMPANY LIMITED **非凡領越有限公司**

(Formerly known as 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)

INSIDE INFORMATION **PROFIT ALERT**

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

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and its potential investors that, based on preliminary assessment of the unaudited consolidated management accounts of the Group for the three months ended 31 March 2023 (“**2023 Q1**”) and the currently available information, the Group is expected to record a turnaround in the profit attributable to equity holders from a loss of HK\$11.7 million for the three months ended 31 March 2022 to a profit of not less than HK\$10.0 million for 2023 Q1. The significant improvement in the Group’s performance was mainly contributed by the acquisition of a footwear brand, Clarks, in early July 2022, whose revenue and result have since been consolidated into the Group.

The Board would like to highlight that this announcement and the above-mentioned figures are only based on the Company’s preliminary assessment of the currently available information of the Group and is not based on any financial figures or information that have been audited or reviewed by the Company’s auditors. Further adjustments and finalisation of the Group’s 2023 Q1 results may be required and details of the Group’s performance for 2023 Q1 will be disclosed in an announcement to be published on 12 May 2023.

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

By Order of the Board
Viva Goods Company Limited
LI Ning
Chairman and Chief Executive Officer

Hong Kong, 10 May 2023

Executive Directors:

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

Mr. LI Chunyang

Mr. LI Qilin

Non-executive Directors:

Mr. MA Wing Man

Mr. Victor HERRERO

Ms. LYU Hong

Independent non-executive Directors:

Mr. LI Qing

Mr. PAK Wai Keung, Martin

Mr. WANG Yan

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 Stock Exchange's website at www.hkexnews.hk on the "Latest Listed Company Information" page for at least seven days from the date of its posting and the Company's website at www.vivagoods.hk.