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VIVA GOODS COMPANY LIMITED
非凡領越有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 933)

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 13.09 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined in the 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 the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 (“**2023 1H**”) 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\$31.7 million for the six months ended 30 June 2022 (“**2022 1H**”) to a profit not less than HK\$80 million for 2023 1H. The significant improvement in the Group’s performance was mainly contributed by (i) due to the change in facts and circumstances after the transfer of listing from GEM to the Main Board of the Stock Exchange, the Group ceased to adopt certain exemptions under Hong Kong Accounting Standards; (ii) the acquisition of a footwear brand, Clarks, in early July 2022, whose revenue and results have since been consolidated into the Group; and (iii) reduction in loss of certain brands in the multi-brand apparel and footwear business segment of 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 (including the unaudited consolidated management accounts of the Group for 2023 1H) and is not based on any financial figures or information that have been audited or reviewed by the Company’s auditors or reviewed by the audit committee of the Company. Further adjustments and finalisation of the Group’s 2023 1H results may be required and details of the Group’s performance for 2023 1H will be disclosed in an announcement to be published by the end of August 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, 2 August 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