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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)

**APPOINTMENT OF INDEPENDENT NON-EXECUTIVE
DIRECTOR AND CHANGE OF
MEMBER OF NOMINATION COMMITTEE**

The Board announces that:

1. Professor Cui Haitao has been appointed as an independent non-executive Director and a member of the nomination committee of the Company with effect from 26 October 2023; and
2. Mr. Wang Yan has resigned as a member of the nomination committee of the Company with effect from 26 October 2023.

The board (the “**Board**”) of directors (the “**Director(s)**”) of Viva Goods Company Limited (the “**Company**”) hereby announces that:

1. Professor Cui Haitao (“**Professor Cui**”) has been appointed as an independent non-executive Director and a member of the nomination committee of the Company with effect from 26 October 2023; and
2. Mr. Wang Yan (“**Mr. Wang**”) has resigned as a member of the nomination committee of the Company with effect from 26 October 2023.

The biographical details of Professor Cui are as follows:

Professor Cui, aged 48, has started his teaching career in tertiary education as Lecturer of Marketing in 2005 at Carlson School of Management in University of Minnesota Twin Cities (“**UMN**”). He is currently a Deputy Associate Dean for Global DBA Program, Ecolab-Pierson M. Grieve Chair in International Marketing and Professor of Marketing of UMN. He is also an affiliated professor at the Department of Industrial & System Engineering, College of Science & Engineering at UMN.

Professor Cui is widely recognized for his contributions in areas of behavioral modeling in marketing, branding, competitive strategies, distribution channels, marketing-operations interfaces, and pricing. He has served as a departmental editor of “*OM-Marketing Interface area at Production and Operations Management*” and “*Customer Experience, Behavior, and Decision-Making area at Service Science*” since 2021 and 2019 respectively. He has also served as a guest associate editor for “*Management Science*” since 2016. He has also been the Vice President of the Behavioral Operations Management and Research Society at Operations Research Society of China since 2015. Professor Cui was also the Vice President of the Production and Operation Management Society College of Behavioral Operations from 2017 to 2019.

Professor Cui was selected as the one of the American Marketing Association-Sheth Doctoral Consortium Fellow in 2004, 2017 and 2020 respectively. He received the Meritorious Service Award from 2011 to 2019 by “*Management Science*” and Distinguished Service Award in 2014 and 2017 and the 3M Non-Tenured Faculty Award from 2007 to 2010. He was nominated to be the MSI Young Scholars in 2011 and the Chang Jiang Scholars by Ministry of Education of China in 2016.

Professor Cui obtained his Bachelor’s Degree in Industrial Engineering and Degree in Fluid Machinery and Fluid Engineering and International Master of Business Administration from Tsinghua University in 1998 and 2000. He received his Master of Business Administration in Operations and Information Management and Doctor of Philosophy in Managerial Science & Applied Economics from Wharton School of University of Pennsylvania in 2002 and 2005 respectively.

Professor Cui has entered into a service agreement with the Company for a term of 3 years commencing on 26 October 2023 subject to termination of not less than 1 month’s notice in writing served by either party. He will be subject to retirement by rotation and re-election at the annual general meetings of the Company in accordance with the articles of association of the Company. Under the service agreement, he is entitled to receive an annual director’s fee of HK\$250,000 which is determined by the Board with reference to his responsibilities to be undertaken and such additional fees or other remuneration in respect of any special services agreed by the parties to be rendered by him as the parties may from time to time agree.

As at the date of this announcement, Professor Cui holds 4,984,000 shares of the Company (which represents 0.05% of the total issued shares of the Company).

Save as disclosed herein and as at the date of this announcement, Professor Cui (i) does not and did not hold any directorship in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the past three years; (2) does not and did not hold any position with the Company or any of its subsidiaries; (3) does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders of the Company within the meaning of the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”); and (4) does not have any interests in the shares of the Company and its associated corporation within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed herein, to the best of the knowledge, information, and belief of the Directors, having made all reasonable enquiries, there are no other matters relating to the appointment of Professor Cui that needs to be brought to the attention of the shareholders of the Company, nor is there any information that is required to be disclosed by the Company pursuant to any of the requirements under Rule 13.51(2)(h) to (v) of the Listing Rules as at date of this announcement.

The Board extends its warmest welcome to Professor Cui for joining the Board.

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

Hong Kong, 26 October 2023

As at the date of this announcement, the Board comprises the following members:

Executive Directors:

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

Mr. LI Chunyang

Mr. LI Qilin

Non-executive Directors:

Mr. Victor HERRERO

Mr. MA Wing Man

Ms. LYU Hong

Independent non-executive Directors:

Mr. LI Qing

Mr. PAK Wai Keung, Martin

Mr. WANG Yan

Professor CUI Haitao