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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 WARNING

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 year ended 31 December 2023 (“**FY2023**”) and the currently available information, the Group is expected to record a loss of not more than HK\$180 million attributable to the equity holders of the Company for FY2023. For the year ended 31 December 2022 (“**FY2022**”), there was a non-recurring gain on bargain purchase amounted to HK\$956 million due to the acquisition of Viva Qile Limited (previously known as “**LionRock Capital Partners QiLe Limited**”), which holds a majority interest in C&J Clark (No 1) Limited (“**Clark**”, together with its subsidiaries, the “**Clark Group**”) completed in July 2022. Excluding this one-off gain, the adjusted loss attributable to the equity holders of the Company was approximately HK\$106 million for FY2022. The increase in loss attributable to the equity holders of the Company in FY 2023 as compared to the aforementioned adjusted loss attributable to the equity holders of the Company for FY2022 was mainly due to i) there was an one-off restructuring expense in the Clark Group in FY2023, which certain positions of the Clark Group were cut to streamline its business and improve its profitability; and ii) higher impairment on right-of-use assets and property, plant and equipment and inventory provision in FY2023, which was attributed to the worse-than expected performance of directly-operated stores as a result of the challenging retail market since the second half of 2023, especially in the United Kingdom and the United States markets.

The Board would like to highlight that this announcement and the above-mentioned figures are only based on the Company’s preliminary review and assessment of the currently available information of the Group. The financial figures or information have not been audited or reviewed by the Company’s auditors or reviewed by the audit committee of the Company. The Company is still in the process of finalizing the annual results of the Group for FY2023. Further adjustments and finalisation of the Group’s FY2023 results may be required and details of the Group’s performance for FY2023 will be disclosed in its annual results announcement which is expected to be published by the end of March 2024.

**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, 27 February 2024

*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

Professor CUI Haitao