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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)

VOLUNTARY ANNOUNCEMENT **FORMATION OF JOINT VENTURE**

This announcement is made by Viva Goods Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide its shareholders with information relating to the latest business development of the Group.

FORMATION OF JOINT VENTURE

The board of directors of the Company (the “**Board**”) is pleased to announce that, on 11 June 2024, Affluent Team Global Limited (“**Affluent**”), a wholly-owned subsidiary of the Company, has agreed to form a joint venture company (the “**JV Company**”) with LionRock Capital Aspire (HK) Limited (“**LionRock HK**”). The JV Company will be owned as to 50% by Affluent and 50% by LionRock HK, and will obtain a licence to use the intellectual property rights owned by Haglöfs AB to engage in sales and marketing of “Haglöfs” branded products in the Greater China region.

REASONS FOR AND BENEFITS OF THE FORMATION OF THE JV COMPANY

The Group is a multi-brand operator principally engaged in design and development, branding and sales of sports and lifestyle apparel and footwear.

“Haglöfs” is an esteemed global outdoor equipment and apparel brand, especially popular in the Nordic region. The collaboration in connection with the formation of the JV Company is expected to leverage synergies with the brands in the Group, enhance the brand popularity of “Haglöfs” in the Greater China region which would in turn expand the income source of the Group and generate better returns for the shareholders of the Company. In light of the above, the formation of the JV Company provides a good investment opportunity for the Group and enriches the Group’s brands portfolio which will include a combination of fast fashion brand, premium footwear brand, fashion and luxury footwear brand and outdoor equipment and apparel brand.

LISTING RULES IMPLICATIONS

As at the date of this announcement, LionRock HK is an indirect subsidiary of LionRock Capital Aspire L.P., a limited partnership formed in the British Virgin Islands, principally engaged in private equity investment in consumer and sports businesses and managed by its general partner, LionRock Capital GP Limited, which is indirectly wholly-owned by Mr. Tseung Daniel Kar Keung (“**Mr. Tseung**”). Mr. Tseung was a former director of C&J Clark (No 1) Limited, a 51% owned subsidiary of the Company, during the 12 months preceding the date of this announcement, and therefore a connected person of the Company at the subsidiary level. As LionRock HK is an associate (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) of Mr. Tseung, the formation of the JV Company is a connected transaction at the subsidiary level.

Since all applicable percentage ratios (as defined under the Listing Rules) in respect of the formation of the JV Company are lower than 1%, such transaction is fully exempt from all reporting, announcement, circular and independent shareholders’ approval requirements under Chapter 14A of the Listing Rules.

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

Hong Kong, 11 June 2024

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