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 year ended 31 December 2024 ("**FY2024**") and the currently available information, the Group is expected to record a loss attributable to equity holders of not more than HK$72.0 million for FY2024 as compared to a loss attributable to equity holders of approximately HK$119.0 million for the year ended 31 December 2023. The reduction in loss attributable to equity holders was mainly contributed by the improvement in the operating performance of the Group's multi-brand apparel and footwear segment which there was significant reduction in the operating loss of certain major brands. It was driven by better cost control in the current year and the decrease in impairment charges on right-of-use assets and property, plant and equipment compared with last year.

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 FY2024 and it may be subject to changes and final audit and may differ from the information disclosed in this announcement. The final result of the Group for FY2024 will be disclosed in its annual results announcement which is expected to be published by the end of March 2025.

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, 17 March 2025

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
Mr. QIAN Cheng

Independent non-executive Directors:
Mr. LI Qing
Mr. PAK Wai Keung, Martin
Mr. WANG Yan
Professor CUI Haitao