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 2026 ("**1H2026**") and the currently available information, the Group is expected to record an increase of not less than 40% in profit attributable to equity holders of the Company and adjusted EBITDA for 1H2026 compared with same period last year (profit attributable to equity holders of the Company and adjusted EBITDA for the six months ended 30 June 2025 were HK$181.5 million and HK$610.1 million, respectively).

The increase in profit attributable to equity holders and adjusted EBITDA was mainly contributed by the following initiatives:

– Product and pricing realignment: Optimising our assortment with right pricing in major markets – the United States and the United Kingdom, to capture better margins;

– Improving global operational efficiency and reshaping global cost structure: Streaming core processes and reducing structural overhead cost at channel and corporate level.

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 1H2026) 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 1H2026 results may be required and details of the Group's performance for 1H2026 will be disclosed in an announcement to be published by the end of August 2026.

Note: Adjusted EBITDA (non-HKFRS measure) is calculated as profit before income tax plus finance costs, depreciation of property, plant and equipment and right-of-use assets and amortisation of intangible assets and minus interest income.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

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

Hong Kong, 3 August 2026

Executive Directors:
Mr. LI Ning *(Chairman and Co-Chief Executive Officer)*
Mr. Victor HERRERO *(Co-Chief Executive Officer)*
Mr. LI Chunyang
Mr. LI Qilin

Non-executive Directors:
Mr. MA Wing Man
Ms. LYU Hong
Mr. QIAN Cheng

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