VIVA GOODS COMPANY LIMITED
非凡領越有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 933)

DELAY IN DESPATCH OF CIRCULAR AND GRANT OF WAIVER FROM STRICT COMPLIANCE WITH RULE 14.41(A) OF THE LISTING RULES

Reference is made to the announcements of Viva Goods Company Limited (the "**Company**") dated 31 October 2025, 9 December 2025, 27 August 2026 (the "**August Announcement**"), 1 September 2026, 2 September 2026 and 4 September 2026 (the "**September Announcement**") in relation to further acquisitions of shares of Li Ning Company Limited by the Acquirer. Unless the context requires otherwise, capitalised terms used herein shall have the same meanings as those defined in the September Announcement.

The relevant acquisitions constituted major transactions for the Company under the Listing Rules. Pursuant to Rule 14.41(a) of the Listing Rules, the Company is required to despatch to the Shareholders a circular (the "**Circular**") containing, among other things, details of the relevant acquisitions and other information as required under the Listing Rules on or before 17 September 2026 and 25 September 2026, being 15 business days after publication of the August Announcement and the September Announcement, respectively.

As additional time is required for preparing the financial information of the Company, including a statement of indebtedness, a statement of sufficiency of working capital and unaudited pro forma statement of the assets and liabilities of the Group for inclusion in the Circular, the Company has applied to the Stock Exchange for a waiver from strict compliance with Rule 14.41(a) of the Listing Rules. On 18 September 2026, the Stock Exchange granted the aforesaid waiver on the condition that the Company will despatch the Circular on or before 26 October 2026.

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

Hong Kong, 18 September 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