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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 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 2025 (“**FY2025**”) and the currently available information, the Group is expected to record a profit attributable to equity holders and adjusted EBITDA of not less than HK\$150.0 million and HK\$1,250.0 million for FY2025, respectively as compared to a loss attributable to equity holders and adjusted EBITDA of approximately HK\$70.4 million and HK\$908.4 million for the year ended 31 December 2024, respectively.

The turnaround in profit attributable to equity holders and improvement in adjusted EBITDA were contributed mainly by the following initiatives:

- Product and pricing realignment: Optimising our assortment with right pricing to capture better margins.
- Operational efficiency and cost restructuring: Streamlining core processes and reducing structural overhead cost at stores and corporate level.
- Inventory management: Implementing disciplined controls to optimise inventory level and reducing holding costs.

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 FY2025. Further adjustments and finalisation of the Group's FY2025 results may be required and details of the Group's performance for FY2025 will be disclosed in its annual results announcement which is expected to be published by the end of March 2026.

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

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, 5 March 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