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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)**

**LATEST OPERATIONAL UPDATE**  
**FOR THE FIRST QUARTER OF 2026**

This announcement is published on a voluntary basis by the board of directors (the “**Board**”) of Viva Goods Company Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) to provide an operational update on the business of the Group.

For the first quarter ended 31 March 2026, the revenue of the Group was increased by mid-single-digit compared to the same period in 2025.

The Company’s shareholders and potential investors should note that this announcement is based on unaudited operational data of the Group, and this data has not been audited or reviewed by Group’s auditors. The data does not constitute, represent or indicate the full picture of the Group’s financial performance and the information contained in this announcement may be subject to change and adjustment. Shareholders and potential investors are advised to exercise caution when dealing with the securities of the Company.

By order of the Board  
**Viva Goods Company Limited**  
**LI Ning**  
*Chairman and Co-Chief Executive Officer*

Hong Kong, 23 April 2026

As at the date of this announcement, the Board comprises the following members:

*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