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 2025 ("**20251H**") and the currently available information, the Group is expected to record an increase in profit attributable to equity holders of the Company for not less than 50% for 20251H as compared with same period last year. The increase in profit attributable to equity holders was mainly contributed by the cost control measures enhanced by the Group continuously which resulted in the improvement in operating efficiency during the period.

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 20251H) 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 20251H results may be required and details of the Group's performance for 20251H will be disclosed in its interim results announcement to be published by the end of August 2025.

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, 8 August 2025

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