



VIVA CHINA HOLDINGS LIMITED

非凡中國控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8032)

Viva China is Inducted as a Constituent Stock in the MSCI Hong Kong Small Cap Index

[Hong Kong – 15 November 2021] According to the results of the semi-annual review of the Global Standard Index's constituent stocks as announced by MSCI on 12 November 2021, Viva China (Stock code: 8032.HK) was inducted as a constituent stock in the MSCI Hong Kong Small Cap Index. This change will be effective after market close on 30 November. MSCI (formerly known as Morgan Stanley Capital International) is a leading global index and benchmark-related product and service provider in the capital market. Its indices and benchmarks are widely used and referenced by institutional investors worldwide. The change of constituent stocks in MSCI indices may have a certain impact on the investment portfolio of institutional investors.

Earlier, Viva China announced its third quarter results for the nine months ended 30 September 2021. The key financial and operational highlights are as follows:

- Revenue amounted to approximately HK\$980.1 million, increased by approximately 132.9% year-on-year from approximately HK\$420.9 million for the same period last year. This growth was mainly attributed to the revenue contribution from Bossini International Holdings Limited, which was acquired in late July 2020, organic growth from the self-developed brand LNG, and the recovery from the pandemic of the sport experience business segment.
- Viva China is developing its multi-brand of apparel and footwear business. Bossini, a well-known lifestyle apparel brand of the Group, developed "Bossini.X", a new brand positioned as a street fashion brand. The new collection were launched in the third quarter of 2021 and new stores were opened in major cities in the North, Central and East parts of Mainland China. LNG, another luxury apparel and footwear brand owned by the Group, has opened retail stores in Chongqing, Shanghai, Tianjin, Shenzhen, Nanjing, Taiyuan and Jinan during the first nine months of 2021.
- On 3 November 2021, the Group entered into a sales and purchase agreement with Sitoy AT Holdings Company Limited, the wholly-owned subsidiary of Sitoy Group Holdings Limited (stock code: 1023.HK), conditionally agreed to purchase the entire issued share capital of

Sitoy AT Holdings Company Limited, which owns a century-old Italian luxury leader label brand, Amedeo Testoni and its diffusion line i29.

To view the original quarterly report, please click the following link:

<https://www1.hkexnews.hk/listedco/listconews/gem/2021/1111/2021111100868.pdf>

– End –

About Viva China Holdings Limited

Viva China's principal businesses include the operation of "Multi-brand of Footwear and Apparel Consumables" and the "Sports Experience" segment, dedicated in the management and investment of multiple sports destinations, ice-skating rinks and an E-Sports Team. At present, the company has its own fashion brand LNG, to focus on the tremendous market demand of the Gen-Z golden consumer group. The Company acquired the well-known lifestyle brand Bossini in July 2020, and then launched the Bossini. X, targeted to promotion in first or second-tier cities in Mainland China. The Company also announced the acquisition of Clarks, a well-known British footwear brand, in March 2021. In November 2021, the Company also announced the acquisition of Amedeo Testoni, a century-old Italian luxury brand.

This press release was published by DLK Advisory on behalf of Viva China Holdings Limited.

For enquiries, please contact:

DLK Advisory 金通策略

T : +852 2857 7101

F : +852 2857 7103