



【For Immediate Release】

21 March 2022

非凡中國控股有限公司
Viva China Holdings Limited



(Stock code : 8032.HK)

Announces 2021 Annual Results

**Revenue Grew Steadily by 86.7% to HK\$1.38 billion
Actively Expanding Multi-Brand Apparel and Footwear Consumable
Goods Business to Capture Prime Consumer Demand in China**

Financial Highlights

HKD 000'	For the Year ended 31 December		Change
	2021	2020	
Revenue	1,381,637	819,036	86.7%
- Multi-Brand Apparel and Footwear Consumable Goods Business	851,222	438,994	93.9%
- Sports Experience Business	530,415	380,042	39.6%
Gross profit	572,382	330,788	73.0%
Profit for the year	4,474,254	1,199,595	273.0%
Gross profit margin	41.4%	40.4%	1.0 p.p.
Net profit margin	323.8%	146.5%	177.3 p.p.
Earnings per share attributable to equity holders of the Company (HK Cents)	40.39	10.59	+281.4%



(Hong Kong – 21 March 2022) **Viva China Holdings Ltd.** (“Viva China” or the “Company”, together with its subsidiaries, collectively the “Group”; stock code: 8032.HK), is pleased to announce its annual results ended 31 December 2021 (the “Year”).

For the Year, the Group’s revenue increased by 86.7% to approximately HK\$ 1,381.6 million due to the recovery from the sports experience business and rapid growth of the multi-brand apparel and footwear consumable goods business, in particular the organic growth in LNG products and the acquisition of Bossini International Holdings Limited (“Bossini”) in the late July of 2020. Gross profit margin has also been improved with the business expansion.

Expanding the Multi-Brand Apparel and Footwear Consumable Goods Business

During the Year, the Group continued to focus on the prime consumer segment and actively sought opportunities to expand its multi-brand apparel and footwear consumable goods business. In particular the LNG and Bossini brands, the Group has been expanding retail network in the Greater China market to increase brand awareness and market coverage. By the end of 2021, Bossini.X has opened a number of Bossini.X retail stores in the first- and second-tier cities in China. Besides, LNG, the Group’s affordable luxury brand, has repositioned itself with new store images, new brand logo and launched various themed product lines. A number of LNG retail stores were opened in the high-end business areas in the first-tier cities such as Chongqing, Shanghai, Shenzhen and Nanjing.

To further expand its business scale, the Group continued to search for and acquire high-quality brands with development potential during the Year. In early 2022, it completed the acquisition of Amedeo Testoni, a century-old Italian luxury brand. And the acquisition of Clarks, a British footwear brand that is nearly two hundred years old, is currently in progress. After the acquisitions, the Group will have a diversified brand portfolio to meet the needs of the prime consumers in different areas such as sports and leisure, street fashion, affordable luxury and high-end luxury. The Group will also be able to increase its market shares in the Greater China region and overseas markets.



Resuming the "Sports Experience" business during the Year of Sports

During the year, benefited from the under-controlled pandemic situation and the increased popularity of winter sports and e-sports, the revenue and the segment result of the Sports Experience segment increased significantly compared to 2020.

The performance of the "All Star Skating Club", which was acquired by the Group at the end of 2019, greatly improved with an increase in both revenue and segment result. As the 2022 Beijing Winter Olympics spurred an upsurge in winter sports, the Group will explore the possibility of acquisitions, and seize the opportunity to continue expanding its ice-skating rink business in the first-tier cities with strong consumption capacities such as Beijing and Shanghai.

In terms of e-sports, the performance also improved greatly during the year. LNG, the Group's League of Legends e-sports team, achieved more outstanding performances. It was qualified for the world championship during the League of Legends Pro League (LPL) Summer Split in China for the first time and advanced to the group stage.

At the beginning of 2022, Tongxiang Li Ning Sports Park and Hangzhou Li Ning Sports Park were put into operation successively. Currently, the Group operates and manages a total of 10 sports destinations in China.

Mr. Li Ning, the Chairman, Chief Executive Office and Executive Director said "During 2021, the Group further expanded its multi-brand apparel and footwear consumable goods business, actively expanded its store network in Mainland China and thereby lay a foundation for the sustainable development of the Group. As we are entering the second year of the 14th Five Year Plan, domestic demand will continue to expand. On one hand, we will focus on the operation of the consumer brands of apparel and footwear, and on the other hand, by providing sports experience services, we will interact with the target consumer groups to further understand their needs and drive the development of the apparel and footwear business. At the same time, the Group will also expand the vertically integrated industry chain by building its own supply chain platform and e-commerce platform to enhance its synergies both internally and externally. Looking ahead, the economy of China has been showing strong resilience and consumption expenditures is becoming the core driving force of the economic growth. The Group will closely monitor the market trends, so as to meet the preferences of the target consumer groups, further promote the business and lead all employees to grow together."



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About Viva China Holdings Limited

Viva China is an operator of apparel and footwear consumable goods. Its principal business includes the operation of Multi-brand Apparel and Footwear Consumables and Sports Experience business. Apart from operating multiple sports destinations and ice-skating rinks network, the Group also involves in the management, service providing, and the investment of the E-Sports Team. At present, the company has its own affordable luxury brand LNG, a brand that is famous in both Mainland China and Hong Kong markets Bossini and Bossini.sX, Italian luxury brand Amedeo Testoni, self-owned Lingerie brand Neizhuang. The acquisition of Clarks, a well-known British international footwear brand, is underway.

This press release is issued by DLK Advisory Limited on behalf of **Viva China Holdings Limited**.

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