



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

(Stock Code: 8032)

2022 Interim Results Presentation

August 2022



Corporate Overview



Multi-brand, multi-category



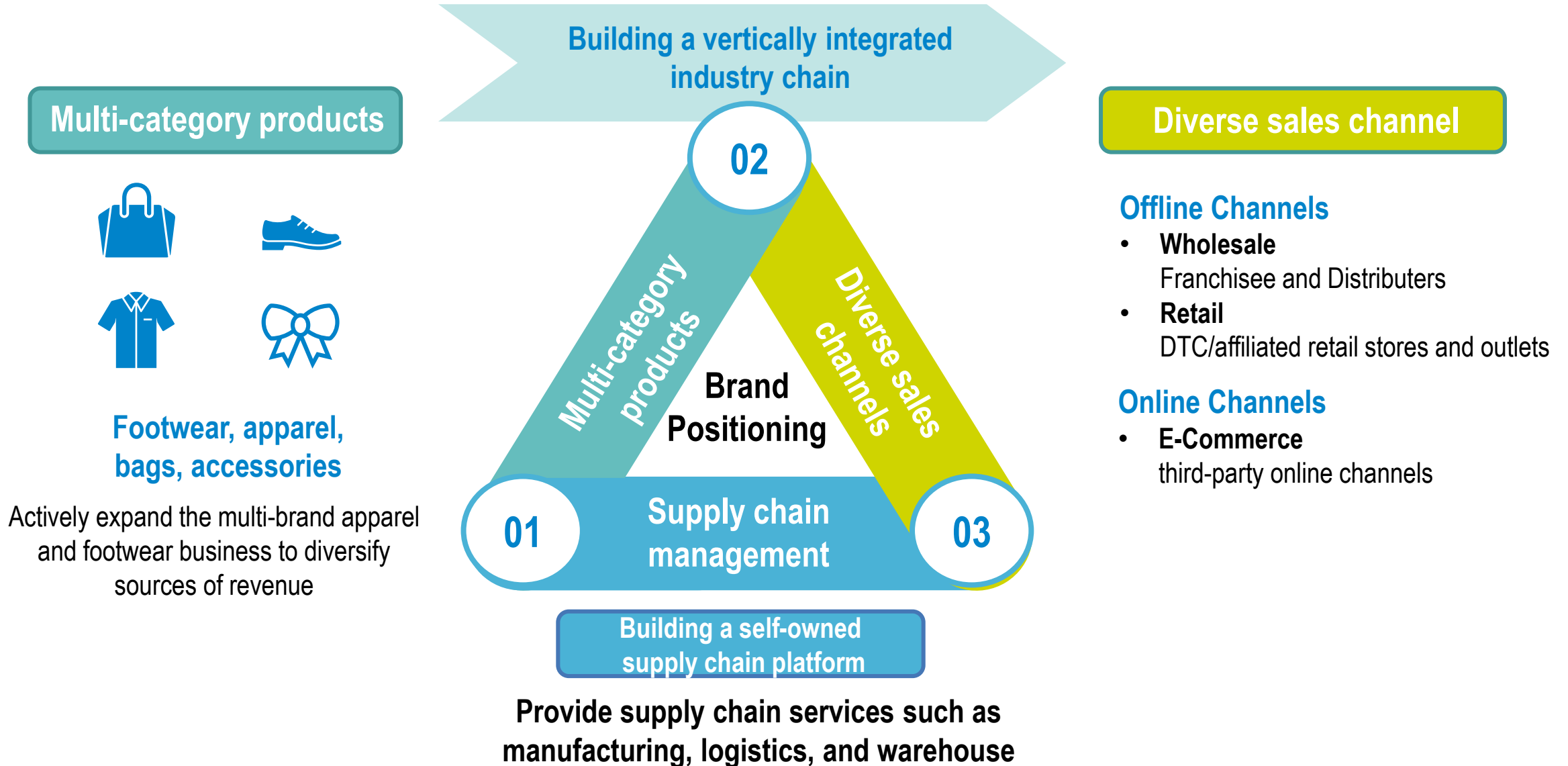
High quality sports destinations



Unique Strategic Resources



Operating Model



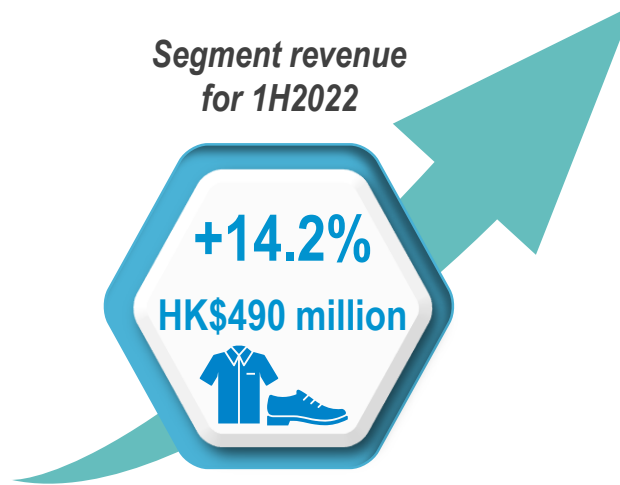
Investment Highlights



1H2022
The Group's cash and bank balances*
amounted to
HK\$2.42 Billion

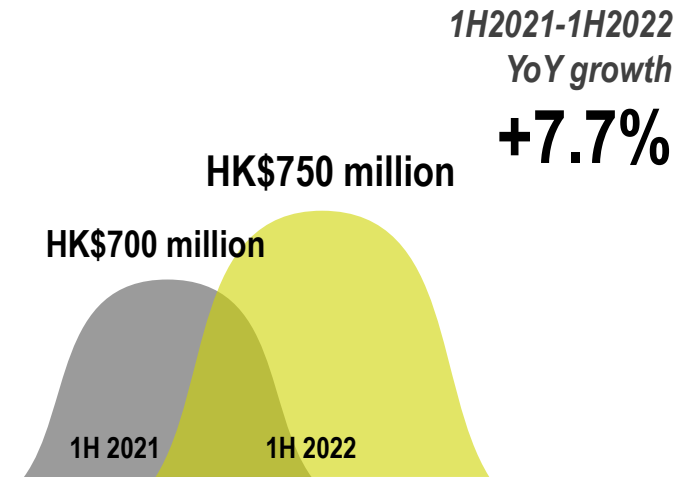
Strong financial stability with sufficient cash

As of 30 June 2022, the Group's cash and bank balances (excluding bank borrowings) amounted to HK\$2.41 billion. Cash liquidity remains stable.



Expansion of multi-brand apparel and footwear business

As of 30 June 2022, the revenue contribution of the multi-brand apparel and footwear segment increased from 61.2% to 64.9%, attributed to investments and M&As.



Sustainable growth of revenue due to increased contribution from the multi-brand apparel and footwear segment

As of 30 June 2022, the Group's interim revenue reached HK\$750 million, an increase of 7.7% over the same period last year. The increase was mainly due to the organic growth in the multi-brand apparel and footwear consumables segment and contribution from M&As.

*Including restricted bank balances AND deposits with banks with maturity period over three months

Development of Multi-brand Apparel and Footwear Business

			<p>AMEDEO TESTONI BOLOGNA 1929</p>
<p>Bossini</p> <p>bossini.X has over 80 retail stores in the Mainland and is positioned as a trendy apparel brand targeting young consumers</p> <p>bossini.X opened the first Hong Kong flagship store in a high-end fashion commercial district in early July</p>	<p>LNG</p> <p>Self-developed luxury brand</p> <p>As of 30 June 2022, there are 23 physical stores of LNG opened in the first-tier cities and high-end landmarks in Mainland China</p>	<p>Clarks</p> <p>In early July 2022, the Group completed the acquisition of 51% equity interest in LionRock and indirectly own 26.0% equity interest in Clarks.</p> <p>Starting from the second half of 2022, Clarks' financials will be consolidated into the Group's. This acquisition extended the Group's geographic footprint to international markets</p>	<p>Amedeo Testoni</p> <p>In early 2022, the Group completed the acquisition of the Italian luxury brand Amedeo Testoni and its diffusion line i29.</p> <p>During the period, the Group continued to review the brand's development strategy and direction</p>
<p>Indirectly holds 56.5% shares</p>	<p>Self-developed brand</p>	<p>Indirectly holds 26.0% shares</p>	<p>Wholly-owned</p>

bossini.X Business update

bossini.X

In July 2022, we successfully entered the Hong Kong market by opening the first flagship store in a high-end fashion commercial district.

Hong Kong Flagship Store Opening Highlights



The opening ceremony was held on 8 July 2022 at Harbour City, a high-end shopping mall in Tsim Sha Tsui, Hong Kong.

Brand Development Plan

- The brand targets young customers. It emphasizes creativity and the positive spirit to embrace challenges. The design integrates street fashion and sports elements. The product categories will also cover footwear and accessories.
- The design and sourcing teams will modify the product mix to meet the different demands of the Mainland and Hong Kong markets.
- The number of bossini.X stores is expected to increase to **over 100** by the end of 2022.
- In consideration of collaborating with other brands under the Group.

Development of Sports Experience Business



E-Sports

- Successfully recruited a League of Legends world championship winner during the period



Sports Destination

Formal operation started in early 2022

- Hangzhou Li Ning Sports Park
- Tongxiang Li Ning Sports Park



「All Stars Skating Club」

- Benefited from the heightened interest from the Winter Olympics, the revenue and profit greatly increased in Q1
- The overall performance in the Q2 was affected by the outbreak of the pandemic, which led to the closure of some venues and the suspension of trainings.

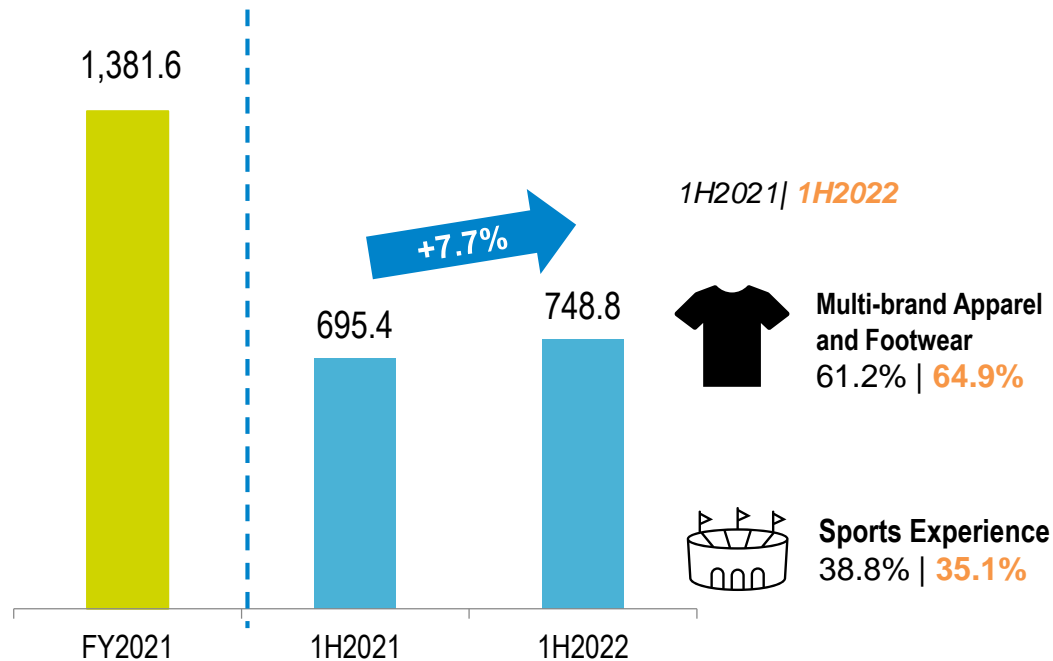
Financial Overview

HK\$,000	FY 2021	For the six months ended 30 June		Change
		1H 2021	1H 2022	
Revenue	1,381,637	695,373	748,833	+7.7%
Gross profit	572,382	277,557	245,019	-11.7%
Profit attributed to equity holders	4,562,639	3,378,772	(31,710)	Record loss
Basic earnings per share (HK cents)	40.39	29.96	(0.28)	Record loss
Gross profit margin	41.4%	39.9%	32.7%	-7.2 p.p
Net profit margin	323.8%	490.5%	Negative	Record loss

Revenue and Gross Profit Analysis

Strong revenue growth

HK\$ million

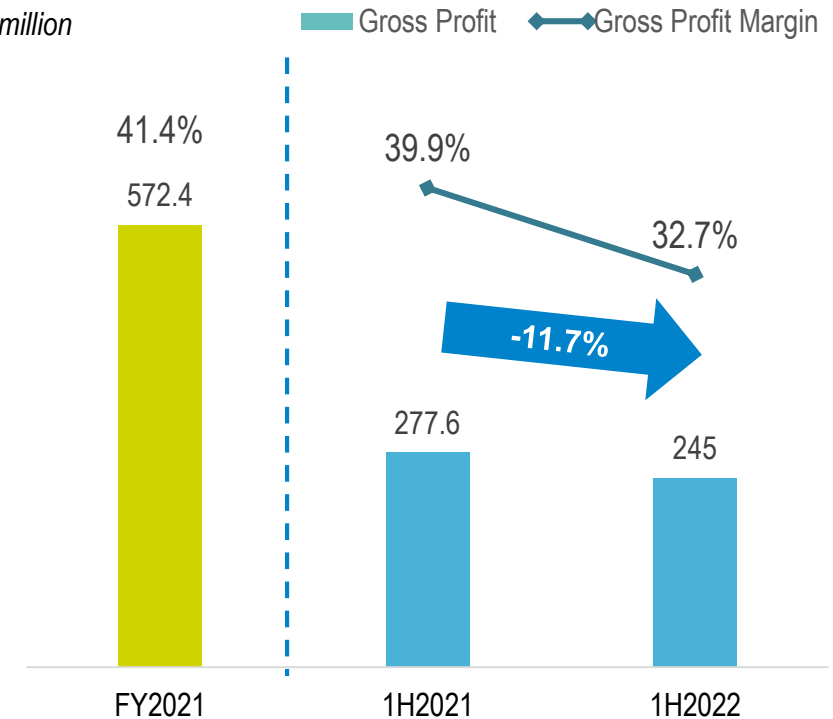


Revenue growth was mainly due to:

- The acquisition of Amedeo Testoni
- Organic growth of LNG and e-commerce business

Gross profit and GPM decrease

HK\$ million



The decrease in profit margin was mainly due to:

- The pandemic measures in Mainland China and Hong Kong negatively impacted the multi-brand apparel and footwear business

Key Financial Figures

<i>HK\$,000</i>	FY 2021	1H 2022
Inventory	281,279	330,202
Cash and cash equivalents	2,529,663	2,399,533
Bank borrowings	-	17,070
Total equity	7,754,442	7,488,051
Current ratio	~4.3x	~4.0x
Net gearing ratio*	0.0%	0.2%

*Net gearing ratio is calculated as total borrowings (including bank borrowings, bonds payable and convertible bonds) divided by total equity



Investor Relations

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