



【For Immediate Release】

22 March 2023

非凡中國控股有限公司
Viva China Holdings Limited
(Stock code : 8032.HK)



Announces 2022 Annual Results

**Revenue Surged by 399.4% to approximately HK\$6.90 billion
Established International Multi-Brand Apparel and Footwear Business**

Financial Highlights

HKD 000'	For the Year ended 31 December		Change
	2022	2021	
Revenue	6,900,400	1,381,600	399.4%
- Multi-Brand Apparel and Footwear Goods Business	6,399,500	851,200	651.8%
- Sports Experience Business	500,800	530,400	-5.6%
Gross profit	3,160,600	572,400	452.2%
Profit for the year	873,000	4,474,300	-80.5%
Gross profit margin	45.8%	41.4%	+4.4 p.p.
Net profit margin	12.7%	323.8%	-311.1 p.p.
Earnings per share attributable to equity holders of the Company (HK Cents)	7.48	40.39	-81.5%



(Hong Kong – 22 March 2023) **Viva China Holdings Ltd.** (“Viva Group” or the “Company”, together with its subsidiaries, collectively the “Group”; stock code: 8032.HK), is pleased to announce its annual results ended 31 December 2022 (the “Year”).

For the Year, the Group’s revenue surged by 399.4% to approximately HK\$6,900.4 million due to the expansion of multi-brand apparel and footwear business, in particular the completion of its landmark major acquisition of Clarks, a well-known footwear brand with nearly two hundred years of history. Upon the successful acquisitions of Clarks and Amedeo Testoni, the Group expanded its business to the overseas markets, which are mainly in Europe and the United States.

Expansion of international multi-brand apparel and footwear business

During the Year, the Group continued to focus on the tremendous demand of the prime consumer group, and targeted markets beyond China, Hong Kong and South East Asia, and extended the geographical footprint to global market, mainly in Europe and the United States. In respect of the overall strategy, the Group continued to expand its “multi-brand apparel and footwear business” and strived to develop a diversified product categories to meet the needs of the prime consumers in different areas such as lifestyle, leisure, sports, affordable luxury and high-end luxury.

Completed the major acquisition of Clarks

In the beginning of July 2022, the Group completed the acquisition of Clarks, a well-known British footwear brand. During the year, Clarks contributed around HKD 5.39 billion revenue, which accounted for around 78% of the Group’s revenue. The profits of Clarks also helped to partially offset the losses of the other consumable brands within the Group during their transition period. In early 2023, the Group completed the increase in its equity interest in Clarks and achieved an effective shareholding of 51%. Starting from 2023, the Group will consolidate the full year financials of Clarks. The Group strives to increase Clarks’ brand value and continue its brand story backed with the legacy accumulated for centuries. The Group will continue to improve its market performance in Europe and the United States, enhance product style and characteristics while strengthening the sales of the major categories, revive the brand with vibrancy to attract prime consumers and hence enhance profits.

Continued Progress in brands including Bossini and LNG

Apart from new international brands, the Group also continued to expand Bossini in Mainland China and Hong Kong. During the Year, “bossini.X”, a newly launched brand catering for the unique style of Generation Z expanded its presence in both Mainland China and Hong Kong Markets. Over 100 retail stores were opened in commercial districts with more traffic in the first–



and second-tier cities by the end of 2022. It has also opened the first flagship store in a prime commercial district in Hong Kong.

“LNG”, the Group’s self-developed brand aims to be a high-end trendy brand for youngsters, featuring high quality materials, cutting and technological innovation. During the Year, the Group has further strengthened the cooperation of LNG brand with other young fashion brands, launched crossover products to fortify the brand impact and further increased its number of retail stores in an appropriate manner. By the end of 2022, LNG has opened almost 30 stores in high-end business areas in the first- and second-tier cities.

Prospects

Mr. Li Ning, the Chairman, Chief Executive Office and Executive Director of the Group said “Viva Group is committed to becoming a top-tier company operating international brands. We always seek expansion in the scale of the multi-brand apparel and footwear business to pursue a long-term sustainable development. Following our successful acquisitions in 2022, we have grown our revenue scale and expanded the market footprint. In the future, although the business environment in China and overseas markets remain uncertain, we believe that the world economy will recover from the pandemic. We strive to achieve brand repositioning with our strong product creativity and sense of fashion trends. We believe that we can further increase our market share in Europe and the United States through optimized product mix and sales channels, as well as our brand strength. The Group will remain persistent and pragmatic in creating values for the shareholders.”

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About Viva China Holdings Limited

Viva Group is a consumable goods brand operating company. It has developed a portfolio of renowned international multi-brand apparel and footwear brands, including Clarks, a well-known British footwear brand, Amedeo Testoni, an Italian luxury leatherwear brand, and Bossini and bossini.X, the casual brands which are famous in both Mainland China and Hong Kong, as well as affordable luxury brand LNG and Lingerie brand Neizhuang. Apart from the multi-brand apparel and footwear business, the Company also developed its sports experience business, which includes operating and managing a total of 9 sports parks and 11 ice-skating rinks across China, as well as the E-Sports Team, LNG.

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

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