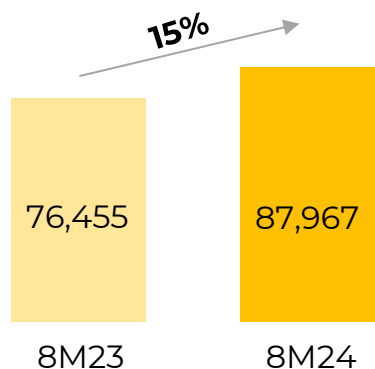




MOBILE WORLD INVESTMENT CORPORATION – YTD AUGUST 2024 REPORT

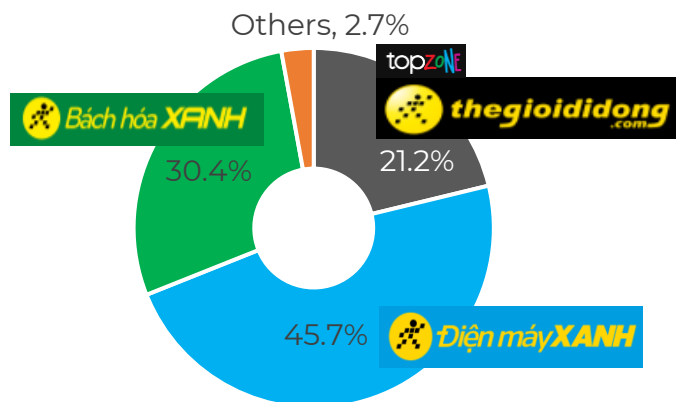
Net revenue (VND billion)



70%

2024 Net revenue target of VND125,000 billion **was completed**

Revenue breakdown



Other information



THE GIOI DI DONG

1,023 stores, including Topzone



DIEN MAY XANH

2,031 stores, including DMS



BACH HOA XANH

1,721 stores



AN KHANG

326 stores



AVA KIDS

63 stores



ERABLUE (JV in Indonesia)

71 stores

• TGDD and DMX:

- ❑ The accumulated revenue in 8M2024 reached VND58.9 trillion, up 7% YoY.
- ❑ In August alone, the two chains recorded total revenue of VND7.5 trillion:
 - ✓ Increased by 10% YoY and nearly by 5% MoM.
 - ✓ The growth momentum came from categories such as phones, which had positive MoM growth, along with the air conditioners. Additionally, thanks to the sufficient stock supply and attractive promotional programs, the laptop category experienced double-digit growth during the back-to-school season.
 - ✓ In August, TGDD, DMX, and Topzone started preparations to sell iPhone products in late September 2024, to ensure adequate supply and timely delivery.
- ❑ Online revenue in 8M24 was VND6.7 trillion, accounting for 11% of the two chains' total sales.



- **BHX:**

- ❑ In the first 8 months of 2024, BHX's accumulated sales reached VND26.7 trillion, surged 38% YoY.
- ❑ In August alone, BHX's revenue was more than VND3.6 trillion, slightly improved MOM and increased by 25% YoY. Thanks to the growth of both fresh food and FMCG categories.
- ❑ The average monthly revenue per store is maintained about VND2.1 billion in August.

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