



# MOBILE WORLD INVESTMENT CORPORATION – BUSINESS DIRECTIONS FOR 2025

The business targets for consolidated net revenue and net profit after tax (NPAT) in 2025 of MWG are as follows:

Unit: billion in VND	2025 targets	Growth compared to 2024
<b>Consolidated net revenue</b>	<b>150,000</b>	<b>+12%</b>
<b>Consolidated NPAT</b>	<b>4,850</b>	<b>+30%</b>

*(\*) The company will submit the official business plan for approval at the 2025 Annual General Meeting of Shareholders.*

- Vietnam's economy is expected to improve in 2025 compared to 2024. However, macroeconomic risks and global uncertainties could pose significant challenges to the domestic business environment, affecting consumer confidence and purchasing power. Consequently, the retail sector is experiencing a gradual recovery and has yet to regain its pre-pandemic growth momentum.
- Thanks to the "Reduce Quantity — Enhance Quality" restructuring, MWG has a strong financial foundation and an efficient operational system. The company is confident in adapting to market fluctuations and is ready to drive revenue growth and significantly improve profits in 2025.
- MWG's strength lies in its unique, fully integrated ecosystem, which includes: (i) a network of physical stores with hands-on experiences, product consultations, and on-site technical support; (ii) e-commerce channels; (iii) efficient logistics capabilities; and (iv) in-house delivery, installation, and after-sales services. This setup allows for quality control at every customer touchpoint. Moving forward, MWG will invest in enhancing online sales across all chains, focusing on providing a fast, convenient, and seamless shopping experience.
- In addition to pursuing financial goals, MWG committed to aligning its business activities with sustainable development objectives in: (i) Environment - reducing greenhouse gas emissions, minimizing plastic waste, and improving resource efficiency, (ii) People: promoting diversity and equality, empowering employees, offering development opportunities, protecting customer rights, fostering sustainable relationships with suppliers, and engaging in meaningful charitable activities for the community, and (iii) Corporate Governance: ensuring compliance with laws, transparency, and business ethics.
- Following a comprehensive restructuring across all companies, MWG intends to enhance the structure of its Board of Directors at the 2025 Annual General Meeting of Shareholders, which will conclude the current Board's term (2021–2024). This effort aims to ensure alignment with the group's restructuring spirit and consistency from the operational level to senior leadership. The optimized structure will enable the Board to function with greater effectiveness and a more hands-on approach.



## I. Thegioididong.com (TGDD, including Topzone) and Dien May Xanh (DMX) - Retail chains of technology and consumer electronics products:

- In 2025, Thegioididong.com (including Topzone) and Dien May Xanh will remain the pillars contributing over 60% of the consolidated revenue and generating most of the Group's consolidated profits.
- The company aims for revenue growth of over VND 4,000 billion while continuing to increase its market share despite stagnant market demand:
  - Offline: Expansion is not a direction but the Company may replace some existing stores to improve efficiency and adopt innovative models, increase same-store sales growth.
  - Online: The goal is to create a destination for shopping technology and consumer electronics products. Online channels offer a diverse and distinctive range of products along with exceptional after-sales services that exceed market standards.
- For suppliers, the Company fosters a “familyship” culture, treating partners as family members. Together, we share successes and face challenges, aiming to achieve business goals and promote sustainable growth.
- For customers, the Company will introduce a new service culture that aligns with current market conditions and new consumption trends. Our focus will be on enhancing the shopping experience through :
  - A diverse product portfolio with exclusive items;
  - Exceptional and distinctive financial solutions (deferred payments, “buy now, pay later” option);
  - Lifetime after-sales services provide customers peace of mind when using our products, ensuring that they receive value beyond the product itself.
- For employees, the Company is implementing policies to drive exceptional performance and foster greater ownership and engagement.
- **The Topzone** is positioned as a premier destination offering outstanding experiences for customers purchasing products within the Apple ecosystem. Serving as a strategic bridge between MWG and Apple, it will help the Company achieve \$1 billion in total revenue from Apple product sales across Thegioididong.com, Topzone, and Dien May Xanh by 2027.



## II. Bach Hoa Xanh (BHX) - Grocery retail chain:

- a) BHX will be the main sales growth driver in 2025, contributing over 30% of the consolidated revenue and generating considerable profits for the Group.
- Achieving at least VND 7,000 billion in revenue growth and gaining market share through:
    - Driving same-store sales growth with tailored solutions for specific store groups;
    - Opening 200–400 new stores in both existing regions and new provinces in the Central region, focusing on quality over quantity.
    - Aiming for a minimum 300% YoY growth in online sales in 2025, positioning Bach Hoa Xanh as the leading grocery chain in online revenue.
  - Procurement activities will focus on: (i) controlling and enhancing product quality and safety for fresh foods, and (ii) identifying and capitalizing on opportunities to drive growth for FMCGs.
  - Improving operational efficiency through ongoing optimization of store operating costs and logistics expenditures.
- b) **Vision: Bach Hoa Xanh aims to become the leading grocery retail chain in Vietnam, achieving \$10 billion in revenue by 2030.**
- For customers:
    - In stores: Offer a wide range of essential and health-safe products, including distinctive items, ensure convenient and quick parking, maintain clean and well-organized spaces, facilitate easy product navigation, and offer fast checkout, all supported by friendly and helpful staff.
    - Online: Cater diverse needs for food and consumer goods through a seamless and efficient shopping experience, complemented by timely and reliable delivery services.
  - For suppliers:
    - Partnering with farmers to provide consumers with safe products while improving farmers' incomes.
    - Serving as an efficient and stable sales channel for professional and ethical manufacturers.
  - For employees:
    - Bringing kindness, joy, prosperity, and pride to employees.



### **III. An Khang – Pharmaceutical retail chain:**

- Following a thorough restructuring and streamlining for better operational efficiency, the company is entering 2025 with a focus on refining its product portfolio, strengthening pharmaceutical expertise, and optimizing operational capabilities.
- The primary focus will be on enhancing the "quality" of each pharmacy, to achieve breakeven by Q2/2025. After reaching this milestone, gradual and strategic expansion will be considered.
- An Khang is committed to being a "kind and trustworthy" pharmacy chain, focusing on healthcare services for its customers.

### **IV. Avakids – Retail chain of mother and baby products:**

- In 2025, Avakids targets to achieve 10% revenue growth and contribute full-year profits to the Group.
- The focus will not be on physical store expansion. Those stores serve as showrooms to build brand awareness and conduct offline sales.
- Avakids strives to become the leading online retailer of mother and baby products to cater to new consumer trends. Online sales are projected to account for 50% or more of the total revenue of the chain.

### **IV. EraBlue – Retailing chain of consumer electronics products in Indonesia:**

- After becoming the leading electronics retailer in Indonesia, Erablue has set the following goals for 2025:
  - Expanding to a total of 150 stores by the end of 2025;
  - Achieving at least 50% revenue growth and contributing full-year profits to the Group;
  - Establishing a significant competitive advantage in after-sales services, including fast delivery, installation, and warranty support.
- To accomplish these goals, Erablue will focus on:
  - Exploring opportunities to improve gross margins through direct purchasing, large quantity purchasing, and diversifying its product range;
  - Optimizing operational costs;
  - Training and enhancing sales capabilities for employees;
  - Building and developing online sales channels.