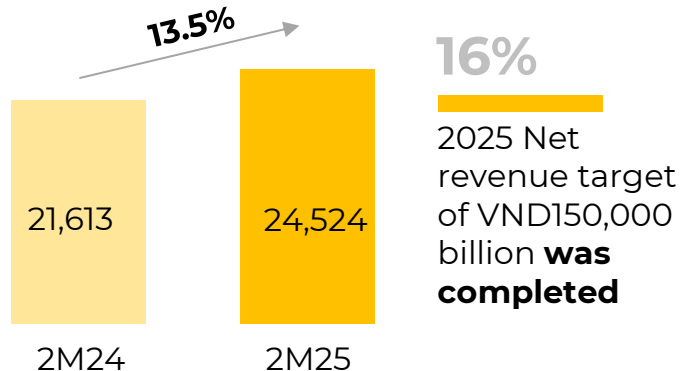


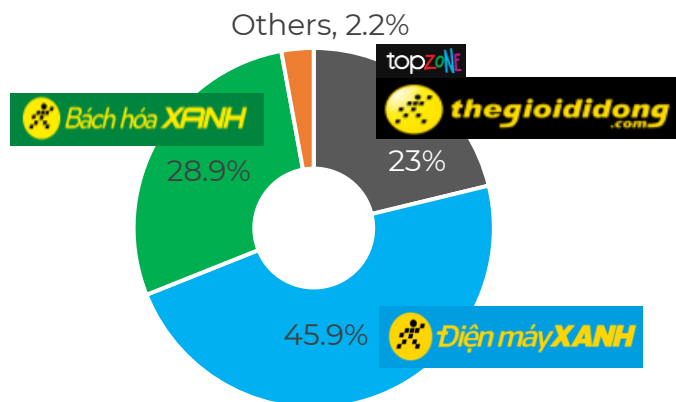


# MOBILE WORLD INVESTMENT CORPORATION – YTD FEBRUARY 2025 REPORT

## Net revenue (VND billion)



## Revenue breakdown



## Other information



### THE GIOI DI DONG

1,018 stores, including Topzone



### DIEN MAY XANH

2,027 stores, including DMS



### BACH HOA XANH

1,864 stores



### AN KHANG

326 stores



### AVA KIDS

62 stores



### ERABLUE (JV in Indonesia)

95 stores

### • TGDD and DMX:

- ❑ The accumulated revenue in 2M2025 reached nearly VND17 trillion, marking an over 13% growth compared to the 2024 Tet season. Notably, this growth was achieved despite a reduction of 221 stores compared to the end of February 2024. This result highlights:
  - ✓ Steady same-store sales growth.
  - ✓ Improved business efficiency driven by streamlined operations and cost optimization.
- ❑ Most product categories delivered strong results, with the ICT segment is the key growth driver. Even amid a slow recovery in the technology retail market, the Company's sales of phones, tablets, and laptops surged by over 20% year-on-year.
- ❑ Online revenue in 2M25 was approximately VND 1 trillion, accounting for 6% of the two chains' total sales.



## • **TGDD and DMX (cont.):**

- ❑ Thanks to a well-prepared and seamlessly executed business strategy—from diversifying product offerings to providing customers with a comprehensive shopping experience, as well as offering attractive financial solutions like the “buy now, pay later” program—TGDD and DMX have successfully maintained growth momentum and continued to gain market share.
- ❑ Additionally, TGDD was honored to be one of the companies representing Vietnam’s business community as part of the official delegation at the Vietnam–Indonesia High-Level Economic Forum. During the event, The Gioi Di Dong and Erajaya signed an MOU for USD 50 million investment to accelerate the growth of the Erablue chain in the coming years.
- ❑ Starting from March 2025, the Company has also prepared for the peak air-conditioner season, including signing strategic partnerships with major suppliers to secure inventory and meet the expected surge in market demand.

## • **BHX:**

- ❑ In 2M25, Bach Hoa Xanh reached over VND 7 trillion in revenue, marking a 16% year-on-year increase.
- ❑ This revenue growth was driven by fresh food and FMCG categories, each maintaining double-digit growth compared to last year.
- ❑ The Company opened 94 new stores in 2M25, with more than 50% concentrated in the central region. Expansion efforts will continue in the coming months, in line with the Company’s strategic plan.

## **DISCLAIMERS:**

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