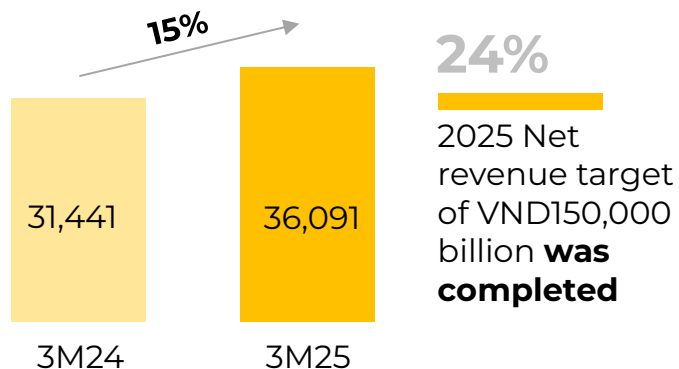


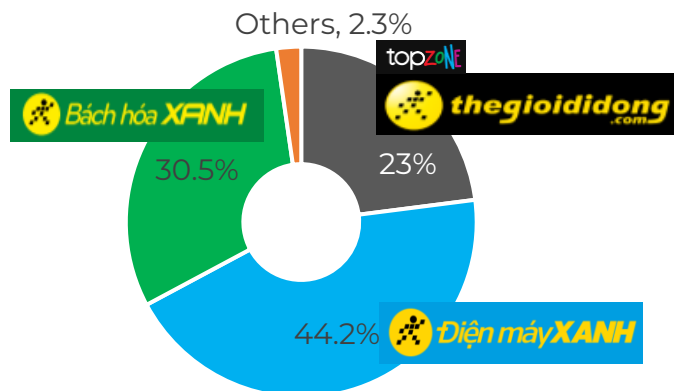


MOBILE WORLD INVESTMENT CORPORATION – YTD MARCH 2025 REPORT

Net revenue (VND billion)



Revenue breakdown



Other information



THE GIOI DI DONG

1,017 stores, including Topzone



DIEN MAY XANH

2,027 stores, including DMS



BACH HOA XANH

2,002 stores



AN KHANG

326 stores



AVA KIDS

62 stores



ERABLUE (JV in Indonesia)

95 stores

• TGDD and DMX:

- ❑ The accumulated revenue in 1Q25 reached 24.2 trillion, marking an 14% YoY growth. Online revenue contributed 6% to the total revenue.
- ❑ Average revenue per existing store recorded a YoY increase of over 15%. Business performance also improved notably, driven by a more streamlined and optimized operating model.
- ❑ Despite the slow recovery in the ICT and consumer electronics market, MWG delivered positive results across most product categories, continuing to strengthen and expand its market share. In particular, the ICT segment achieved strong growth of over 20% YoY. This performance reflects a clear strategic direction and effective execution, consistently fostering growth through:
 - i. Identifying on high-growth opportunities within each product category;
 - ii. Providing customers with affordable shopping solutions (via by now pay later) and reliable after sales service throughout the product lifecycle;
 - iii. Implementing sales policies that motivate employees and foster a refreshed customer service culture;
 - iv. Building long-term, sustainable “familyship” partnerships with suppliers and business partners.



- **BHX:**

- ❑ In Q1 2025, Bach Hoa Xanh reached over VND 11 trillion in revenue, marking a 20% year-on-year increase. Overall, most product categories maintained strong growth momentum compared to Q1 2024.
- ❑ Mature stores which are in stable operation for at least six months (opened before September 1, 2024) delivered an average monthly revenue of VND 2.1 billion per store.
- ❑ The Company opened 232 new stores in Q1 2025, with more than 50% concentrated in the central region. Newly stores generated an average monthly revenue of VND 1.2 to 1.5 billion per store.

- **Other companies:**

- ❑ An Khang Pharmacy generated VND 515 billion in revenue for Q1 2025. The chain's business performance improved significantly compared to the same period last year and Q4 2024. The chain remains on track to reach its break-even target.
- ❑ Avakids generated VND 313 billion in revenue for Q1 2025. Average monthly retail sales per store rose by approximately 10%, while online channels accounted for more than 50% of total revenue. This reflects the strong omni-channel shopping preferences of its primary customer base: mothers with babies. The chain achieved company-level profitability during the quarter.
- ❑ Erablue delivered nearly VND 700 billion in revenue in Q1 2025 across its 95-store network. The chain also reached company-level profitability during the same period.

DISCLAIMERS:

- *The information in this report has been collected from various sources and has not been audited, with no guarantee of completeness or absolute accuracy.*
- *Individuals/organizations should note that this report is not intended to be an offer to buy or sell any securities, options, futures, or derivatives.*
- *The Company will not be responsible for any damages (if any) caused by the use of this report. Individuals/organizations using the information in this newsletter are solely responsible for their own decisions.*