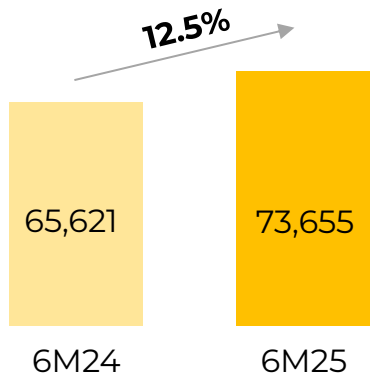




MOBILE WORLD INVESTMENT CORPORATION – YTD JUNE 2025 REPORT

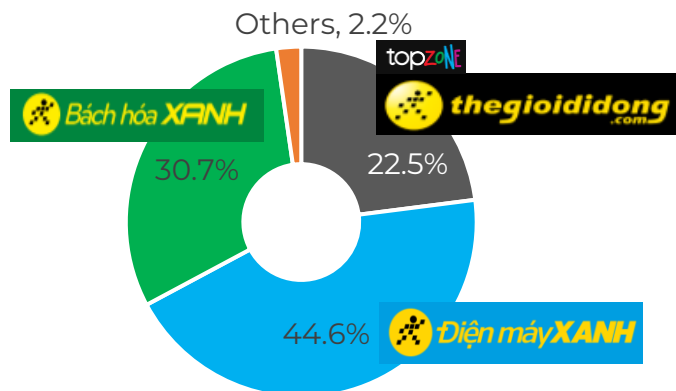
Net revenue (VND billion)



49%

2025 Net revenue target of VND150,000 billion **was completed**

Revenue breakdown



Other information



THE GIOI DI DONG

1,015 stores, including Topzone



DIEN MAY XANH

2,023 stores, including DMS



BACH HOA XANH

2,184 stores



AN KHANG

326 stores



AVA KIDS

62 stores



ERABLUE (JV in Indonesia)

115 stores

TGDD and DMX:

- ❑ In the 1H2025, both chains delivered strong business results, driven by a differentiated growth strategy. Beyond being a physical product retailer, we focused on offering customers more personalized, seamless, and convenient shopping experiences for customers.
 - ✓ Revenue reached VND 49.4 trillion, up 12% YoY, despite no new store openings, operating over 200 fewer stores compared to early 2024 post-restructuring, and amid a slow market recovery.
 - ✓ Same-store sales growth exceeded 12%, reflecting improved efficiency at the store level.
 - ✓ Revenue rose by VND 5.2 trillion in just 6 months, surpassing the FY growth target of VND 4 trillion.
 - ✓ In June 2025, revenue reached over VND 8.4 trillion – the highest monthly result since Tet, marking the 4th consecutive month of growth and a 15% YoY increase.
- ❑ 6M2025 performance by category:
 - ✓ Mobile phones, tablets, and laptops recorded strong growth of 20% to 50% YoY.
 - ✓ Washing machines, home appliances, and TVs maintained single to double-digit growth, while air conditioners did not meet expectations due to unfavorable weather.
- ❑ Online channel contributed nearly VND 2.7 trillion, accounting for around 6% of total sales.



BHX:

- ❑ In 6M2025, BHX recorded nearly VND 22.6 trillion in revenue, growing over 16% YoY, driven by strong performance across both core categories: fresh food and FMCG.
- ❑ As of the end of June, the chain added 414 new stores, with over 50% located in the Central region. The new stores collectively generated positive store-level profit, after fully accounting for direct operating costs. In the coming months, BHX plans to focus on selective and efficient expansion in areas where it already operates.
- ❑ June marks the start of the rainy season. BHX proactively managed shrinkage, particularly in fresh food, while optimizing operating costs. As a result, despite a slight MoM decline in revenue, the chain delivered better profitability compared to earlier months. Performance in Q2/2025 showed a clear improvement over Q1/2025.

Other chains:

- ❑ An Khang recorded VND 1 trillion in revenue in 6M2025. Performance improved significantly YoY, mainly driven by a 30% increase in average revenue per store.
- ❑ AvaKids generated VND 650 billion in revenue, up 5% YoY, and achieved company-level profitability in 6M2025.
- ❑ EraBlue achieved nearly VND 1.6 trillion in revenue from 115 stores, growing over 70% YoY. The chain reached company-level profitability in 6M2025, with stronger improvement in Q2/2025 vs. Q1/2025.

DISCLAIMERS:

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