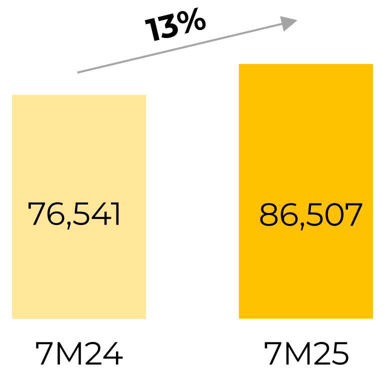
MOBILE WORLD INVESTMENT CORPORATION – YTD JULY 2025 REPORT

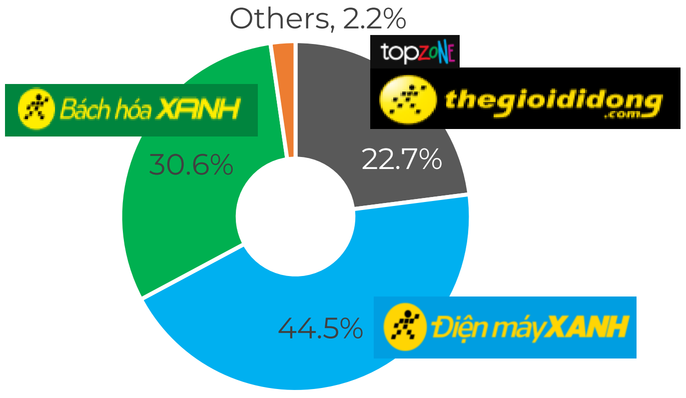
Net revenue (VND billion)



58%

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

Revenue breakdown



Other information

THE GIOI DI DONG

1,014 stores, including Topzone

DIEN MAY XANH

2,022 stores, including DMS

BACH HOA XANH

2,204 stores

AN KHANG

326 stores

AVA KIDs

62 stores

ERABLUE (JV in Indonesia)

126 stores

TGDD and DMX:

- In 7M2025, the two chains delivered solid results with total revenue of nearly VND 58 trillion, up 13% YoY. With about 180 fewer stores compared to the 7M2024 average, growth was primarily driven by a 15% improvement in same-store sales. This demonstrates the "reduce quantity – increase quality" strategy, focusing on improving store quality and optimizing the existing platform:
  - ✓ Empowering operating teams with an ownership mindset to enhance store efficiency.
  - ✓ Prioritizing trust, speed of service, customer experience instead of competing on price.
- In July 2025 alone, revenue reached nearly VND 8.7 trillion, the 5th consecutive month of growth, representing a robust 21% YoY increase and a 3% MoM improvement. Growth was supported across major categories including mobile phones, laptops (with well-prepared and early launched back-to-school campaigns), and consumer electronics.
- Online sales reached VND 3.2 trillion in 7M2025, accounting for 5.4% of total revenue.

BHX:

- In 7M2025, Bach Hoa Xanh recorded nearly VND 26.5 trillion in revenue, up 15% YoY, driven by growth both core categories: fresh food and FMCG.
- The chain added 434 new stores, with nearly 55% located in the Central region. The new stores collectively delivered positive store-level profit after fully accounting for direct operating costs. In 2H2025, besides maintaining operational efficiency, BHX will continue selective expansion in provinces where the chain already has a presence.
- After a period of reviewing and optimizing costs during the rainy months, the chain has returned to the growth trajectory, with revenue improving 4% in July compared to June.

Other chains:

- An Khang recorded single-digit growth in average revenue per store in July (MoM & YoY), driving better operating efficiency and future contribution to the Group's profitability.
- AvaKids posted impressive growth, with average revenue per store up double digits YoY in July 2025 and positive MoM. The chain has achieved company-level profitability and continues to strengthen its financial results month after month.
- EraBlue recorded over 70% YoY revenue growth in 7M2025 and will continue expanding in the remaining months to reach 150 operating stores by year-end. The chain has achieved company-level profitability and continues to strengthen its financial performance.