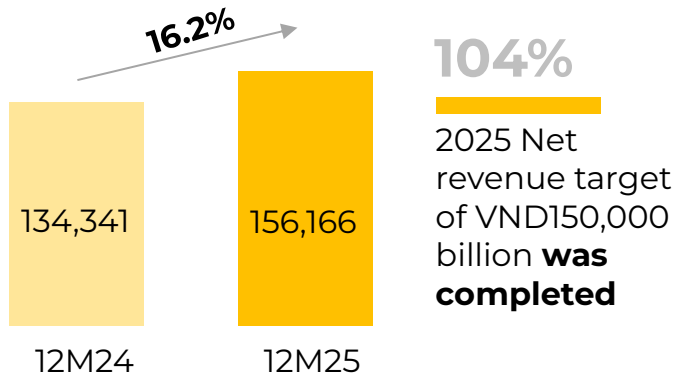


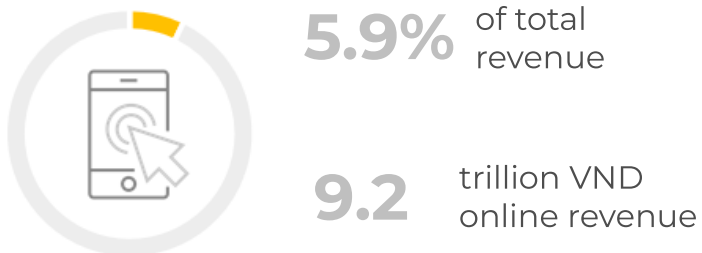


# MOBILE WORLD INVESTMENT CORPORATION – YTD DECEMBER 2025 REPORT

## Net revenue (VND billion)



## Online revenue



## Other information



### THE GIOI DI DONG

1,012 stores, including Topzone



### DIEN MAY XANH

2,008 stores, including DMS



### BACH HOA XANH

2,559 stores



### AN KHANG

382 stores



### AVA KIDS

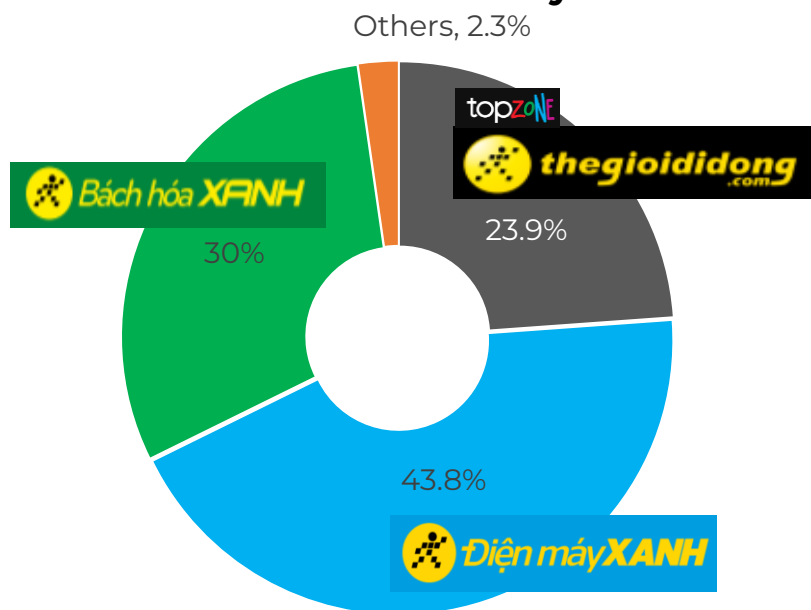
83 stores



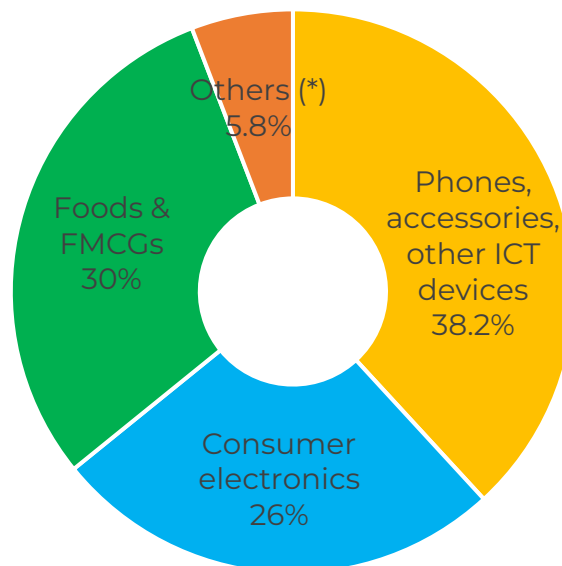
### ERABLU (JV in Indonesia)

181 stores

## Revenue breakdown by chain



## Revenue breakdown by category



(\*) Others include sim, cards, services, pharmaceuticals, moms & kids... products



## Overview

- In 2025, Vietnam’s economy sustained solid growth momentum despite ongoing volatility in the global economy. Full-year GDP growth exceeded 8%, while total retail sales of goods and consumer services rose by 9.2% year-over-year, reflecting continued improvement in domestic demand and well-controlled inflation.
- In this context, MWG continued to implement tailored development strategies for each retail chain, with a continued focus on the “Reduce Quantity – Increase Quality” restructuring program. The Company prioritized enhancing store-level operating efficiency, optimizing cost structures, while continuing store expansion. As a result, in 2025, MWG recorded consolidated revenue of VND 156 trillion, representing a 16.2% increase compared to 2024 and achieving 104% of the full-year target.
- In the same year, MWG continued to receive recognition across multiple reputable domestic and regional rankings and awards, including:
  - Top 3 Large-Cap Listed Companies (Non-Financial) with the Best Investor Relations (IR), as highly rated by financial institutions
  - Top 4 Strongest Brands in Vietnam – thegioididong.com
  - Top 8 Best Corporate Governance Companies – Large-Cap Group (VLCA)
  - Top 20 Companies with the Best Sustainability Performance on the Stock Exchange (VNSI20)
  - Top 50 Most Effective Businesses in Vietnam
  - Top 50 Best Listed Companies in 2025
  - Top 100 Sustainable Development Enterprises in Vietnam (CSI 100)
  - Top 100 Most Valuable Brands in Vietnam, including thegioididong.com, Dien May XANH, and Bach Hoa XANH
  - Top 100 Best Places to Work in Vietnam 2025
  - Top 500 Largest Companies in Southeast Asia (Fortune SEA 500)



## **I. Dien May Xanh Investment JSC (DMX) operates thegioididong.com, Topzone, Dien May Xanh, Erablue chains, and Dien May Xanh Technician.**

### **a. The Gioi Di Dong (TGDD, including Topzone) and Dien May Xanh (DMX) chains:**

- In 2025, TGDD and DMX recorded revenues of VND 37.3 trillion and VND 68.4 trillion, respectively, representing a combined growth of 18% compared to 2024. In Q4 2025 alone, the two chains delivered strong performance, with total revenue increasing by 28% year-over-year.
- Online revenue reached nearly VND 6.1 trillion, accounting for approximately 5.8% of total, and remained a component of the Company's omnichannel strategy.
- During the year, the Company achieved several notable milestones:
  - Revenue growth was significantly higher than that of the overall mobile phone and consumer electronics market, despite operating approximately 100 fewer stores on average compared to 2024. Same-store sales increased by over 20%, indicating a clear improvement in operational efficiency
  - Most product categories maintained positive growth ranging from 10% to 50%, with key categories such as mobile phones, tablets, white goods, and household appliances recording double-digit growth. These results strengthened the overall business efficiency of the two chains and maintained their role as the Group's key profit drivers.
- These positive results were driven by the Company's continued focus on "quality", with an emphasis on improving the performance of its core operations. For customers, the Company consistently implemented seasonal and category-based promotions, together with flexible buy now pay later options to support purchasing demand. From an operational standpoint, the Company continued to review and close underperforming stores, streamline cost structures, and focus on improving productivity at the store level.
- Alongside its business activities, the Company continued to strengthen environmental, social, and governance (ESG) initiatives in line with its sustainable development direction.
  - From an environmental perspective, the Company expanded the use of rooftop solar power systems and applied technology solutions to optimize operations and improve energy efficiency. In addition, the Company installed V-Green charging stations at its stores, supporting the adoption of greener lifestyles within the community.
  - On the social front, the Company sustained its charitable activities in support of disadvantaged groups and continued to implement the "Vuot Troi" Scholarship Fund, providing meaningful support to the younger generation.



## **b. EraBlue Chain**

- In 2025, the EraBlue chain in Indonesia recorded revenue growth of over 70% year-over-year. Average monthly revenue per store reached approximately VND 4 billion for the M-format stores (equivalent to DMX Mini) and nearly VND 2 billion for the S-format stores (equivalent to DMX Supermini), almost double the average revenue generated by comparable DMX formats in Vietnam.
- The chain operated a total of 181 stores by year-end, exceeding the initial target of 150 stores, and officially delivered full-year profitability to the Group. In 2026, EraBlue is expected to maintain a strong growth trajectory, driven by continued store expansion.

## **II. Food and FMCG Retail – Bach Hoa Xanh chain (BHX):**

- In 2025, BHX recorded revenue of nearly VND 46.9 trillion, representing a 14% increase compared to 2024. In Q4 2025 alone, revenue rose by 15% year-over-year.
- The online channel continued to accelerate, successfully serving more than 7 million transactions and generating VND 2.3 trillion in revenue, accounting for nearly 5% of total chain revenue and representing approximately 150% growth year-over-year.
- During 2025, BHX delivered positive results across key product categories, despite only modest growth in the overall consumer goods market:
  - Fresh food categories recorded revenue growth in the range of 5% – 15%.
  - FMCG categories achieved growth of 5% – 20%.
- Regarding network expansion, BHX opened 789 new stores during the year, exceeding its initial target of 600 stores. early 50% of these new stores were located in Central Vietnam. In addition, the chain officially entered Northern Vietnam, following nearly a decade of operations in Southern and Central Vietnam, marking an important milestone in its nationwide expansion.
- 2025 marked the second consecutive year in which BHX achieved profitability, with profit growth several times higher than in 2024, and setting a new milestone in its contribution to the Group's overall profits.
- These results were driven by a strategy that combined rapid network expansion with ongoing improvements in operational efficiency. BHX continued to optimize store-level costs, reduce shrinkage, and strengthen cost control in logistics. At the same time, the Company focused on improving product quality (especially fresh food) and enhancing the overall shopping experience to attract more customers.
- Beyond business operations, the Company continued to work with partners such as Wipro and Colgate on initiatives to reduce plastic waste and encourage more sustainable lifestyles. At the same time, the “Green Tick Responsibility” program was maintained and expanded, helping strengthen product quality control and ensure food safety for consumers.



### III. Pharmaceutical and Healthcare Retail – An Khang Pharmacy Chain

- In 2025, An Khang recorded full-year revenue of nearly VND 2.2 trillion, a slight decrease compared to 2024, despite operating with an average store count approximately 100 stores lower year-over-year (equivalent to a 22% reduction). This result reflected the Company's proactive approach to closing underperforming stores, while focusing on increasing revenue at existing stores through a more comprehensive product assortment, enhanced pharmaceutical expertise, and improved operational effectiveness.
- As a result, average revenue per store increased significantly, with monthly revenue up around 17% year-over-year to approximately VND 550 million per store. This helped improve operational efficiency and supported the chain's target of contributing to the Group's profits from 2026.
- At the same time, the chain carried out several healthcare initiatives, including programs that provided free medicines and support for disadvantaged individuals.

### IV. Mother and Baby Products Retail – Avakids Chain

- In 2025, the Avakids chain achieved revenue of nearly VND 1.4 trillion, representing a 16% increase compared to 2024. The online channel accounted for over 50% of total chain revenue and recorded nearly 90% year-over-year growth, showing the effectiveness of the Company's online-focused strategy for mother and baby products, in line with evolving consumer trend.
- As a result, Avakids contributed profits to the Group in 2025, with profitability improving significantly compared to 2024.
- The chain continued to implement the "AVAkids Smile" program in collaboration with Operation Smile, sponsoring surgeries for children with cleft lip and palate. A total of 550 cases were supported during 2022 – 2025, with a further commitment to sponsor an additional 550 cases in 2025 – 2030 period.

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