

DIEN MAY XANH (DMX)

REDEFINING GROWTH
– LEADING THE NEXT PHASE OF
GROWTH
TOWARD 2030



Mr. Doan Van Hieu Em – DMX CEO

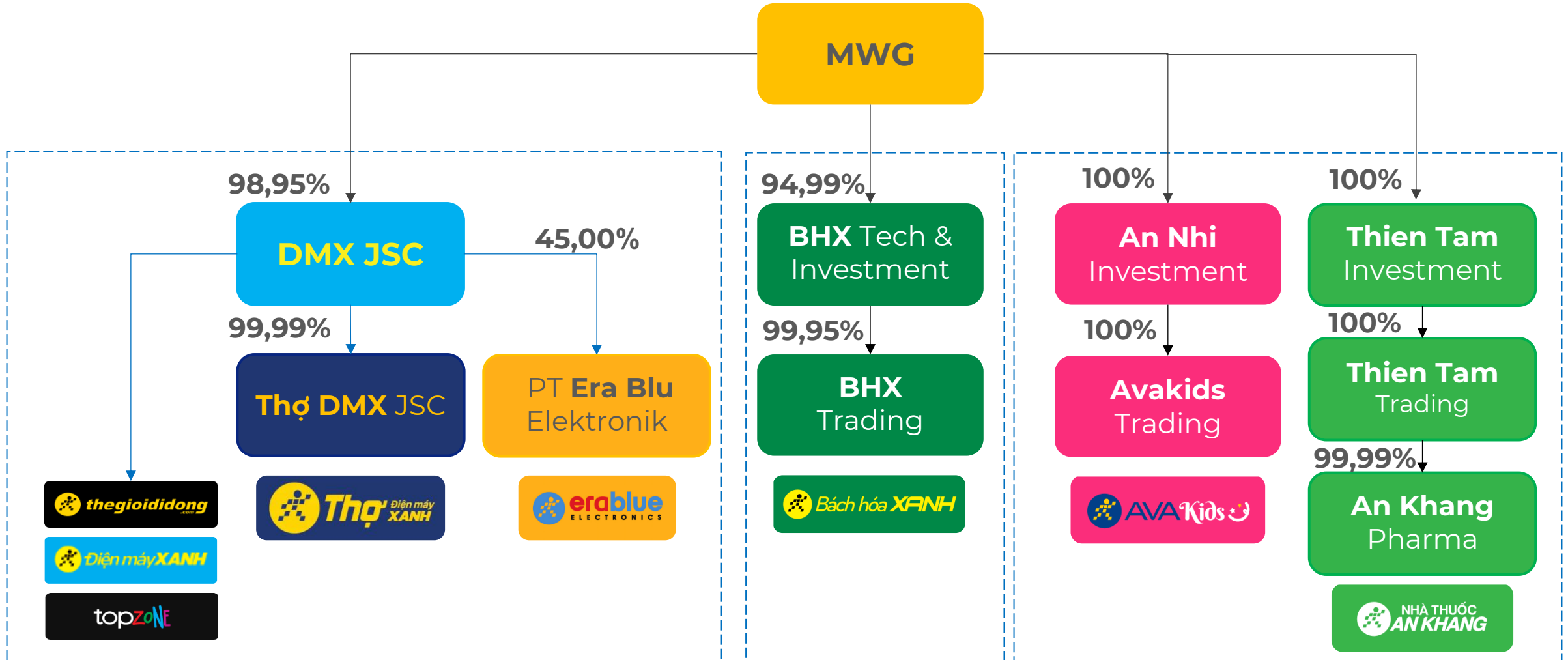


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MWG's CORPORATE STRUCTURE AFTER RESTRUCTURING



STRATEGIC OBJECTIVES OF DMX IPO

NOT TO RAISE CAPITAL, BUT TO PROPERLY REFLECT DMX'S TRUE VALUE, ROLE, AND POSITIONING



DMX is a proven business model, delivering stable revenue, profitability, and cash flows. With the IPO, DMX aims to:

- ✦ Empower independent, transparent operations with sharper strategic focus tailored to each business stage and retail format
- ✦ Unlock fair value for DMX as a standalone entity, rather than being valued within MWG
- ✦ Facilitate leadership succession, with the 2nd generation ready to inherit the legacy and step onto a larger stage
- ✦ Change the prevailing perception that the mobile phone and consumer electronics retail sector has reached saturation
- ✦ Broaden investment options for those interested in the electronics retail sector
- ✦ Unlock new growth pillars for the 2026-2030 period



MARKET LANDSCAPE

SIGNIFICANT GROWTH RUNWAY FOR DMX

ATTRACTIVE MARKET OPPORTUNITY

US\$15bn by 2030 (CAGR ~8.2%)

2025: Market +13% YoY; DMX +18% YoY



- Structural shift from new purchases → **Upgrades, replacements and value-added services**
- **Policy reforms** - tightening controls on smuggling, counterfeits, invoicing & taxation — favoring formal retail players

CONSUMER TRENDS

- **Generation Y/Z driving consumption**
- **New tech cycle: AI – 5G – Smart Home**
- Rising demand for **after-sales services** – currently fragmented and under-standardized

The new growth cycle prioritizes quality-driven growth. DMX is uniquely positioned with an integrated Retail – Services – Financial platform to lead Vietnam's next consumer growth phase toward 2030



STAGES OF DEVELOPMENT SINCE 2015

Quantity-driven growth

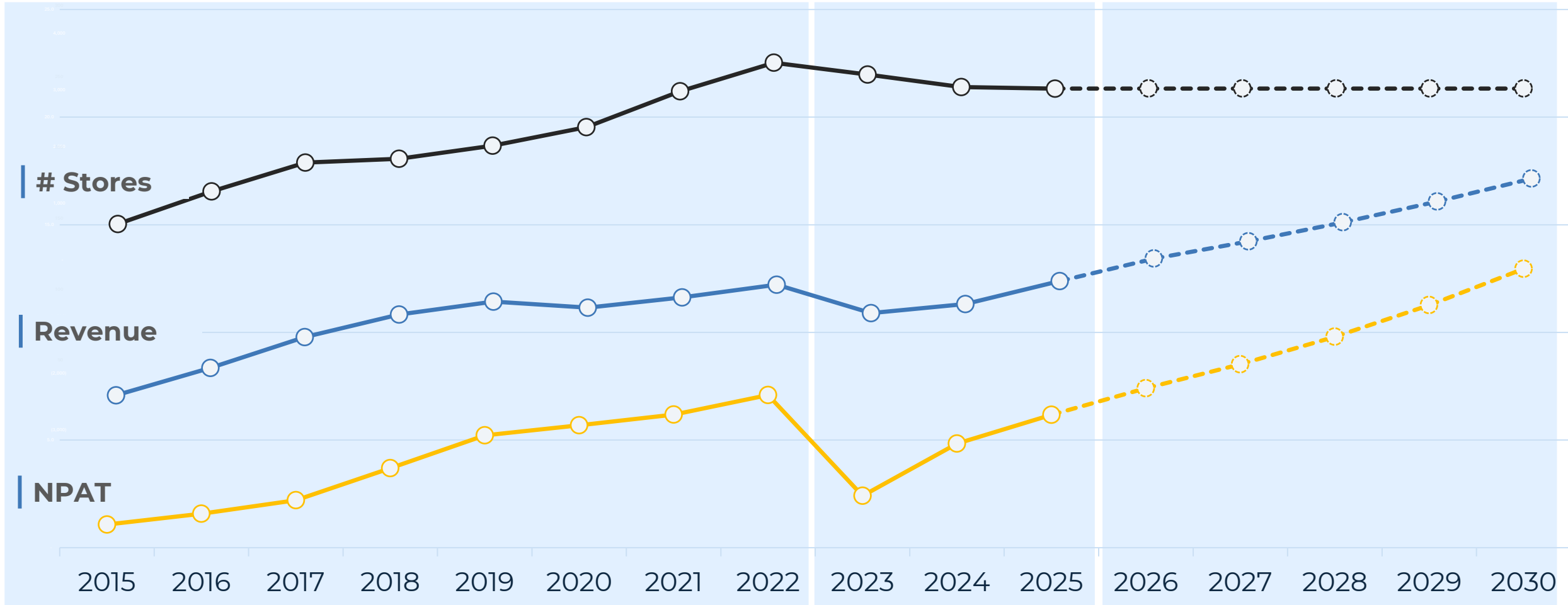
- Store count increased by **5.5x**, avg. 400 new stores/ year
- **4.1x** Revenue
- **6.6x** NPAT

Restructuring

- Closed **400+** stores
- **1.3x** Revenue
- **3.4x** NPAT

Quality-driven growth

- No new openings
- **1.6x** Revenue
- **2.1x** NPAT



5 GROWTH PILLARS FOR 2026 -2030

CAPTURING THE FULL TECHNOLOGY CONSUMPTION LIFECYCLE

1

QUALITY-DRIVEN GROWTH

From expansion-led growth to operational excellence on existing foundation



2

New

FINANCIAL & CONSUMER SERVICES ECOSYSTEM

Become a trusted financial & consumer services touchpoint



3

New

“THỢ ĐIỆN MÁY XANH” AFTER-SALES SERVICES

From product sales to lifetime customer care, while expanding services beyond DMX



4

New

SUPER APP

From a loyalty app to an integrated multi-service platform



5

New

ERABLUE

Demonstrate the replicability of the DMX business model across the region



PILLAR 1: “QUALITY-DRIVEN” GROWTH

GROWTH THROUGH OPERATIONAL EXCELLENCE ON EXISTING FOUNDATION

STRATEGIC SHIFTS

Open stores to drive revenue



Profit optimization at each point of sale

Sales as the end of the transaction



Sales as the starting point of the customer lifecycle

GROWTH ON EXISTING FOUNDATION



Not competing on prices → **Selling peace of mind, speed, experience & service quality**



Technology embedded across operations and governance, optimizing costs and efficiency



A curated portfolio of **exclusive products**



Service-driven culture – Customer-centric



TopZone being the strategic bridge for partnership with Apple



“Family-ship” culture - viewing partners as family members



Restructuring with **performance-based incentives and an ownership mindset**

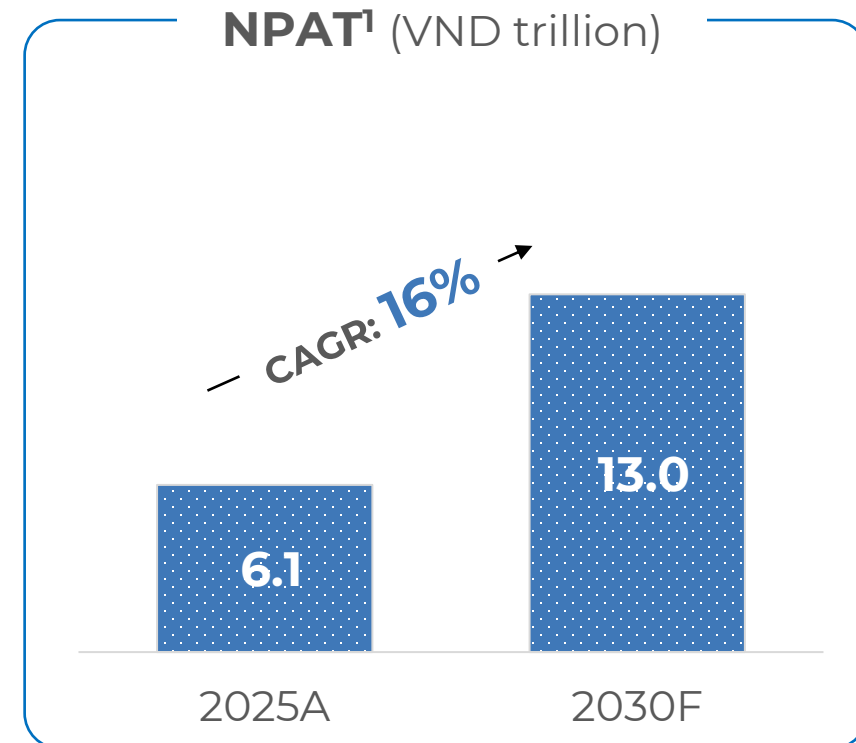
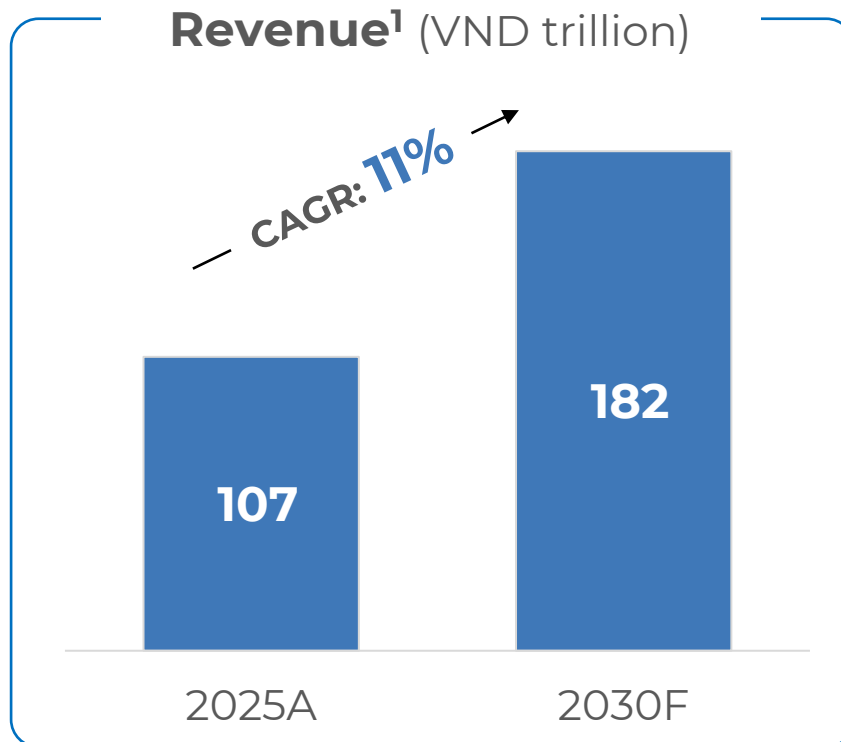


PILLAR 1: “QUALITY-DRIVEN” GROWTH

GROWTH THROUGH OPERATIONAL EXCELLENCE ON EXISTING FOUNDATION

DMX’s Operating Principles

- Don’t sacrifice profit for growth
- Profit outgrows revenue



Note: (1) FY25 Consolidated revenue and NPAT are adjusted on like-for-like (LFL) basis with the exclusion of An Khang and AvaKids impact and inclusion of Thọ DMX

PILLAR 2: CONSUMER & FINANCIAL TOUCHPOINTS

FINANCIAL SOLUTIONS TO SUPPORT CUSTOMER'S AFFORDABILITY

1 Deferred payment via finance companies

- o Reserved credit headroom, approval rate >80%
- o Fast approval within 1-3 minutes

2 Deferred payment with BNPL

- o Younger consumers' preference
- o Pre-approved credit limits

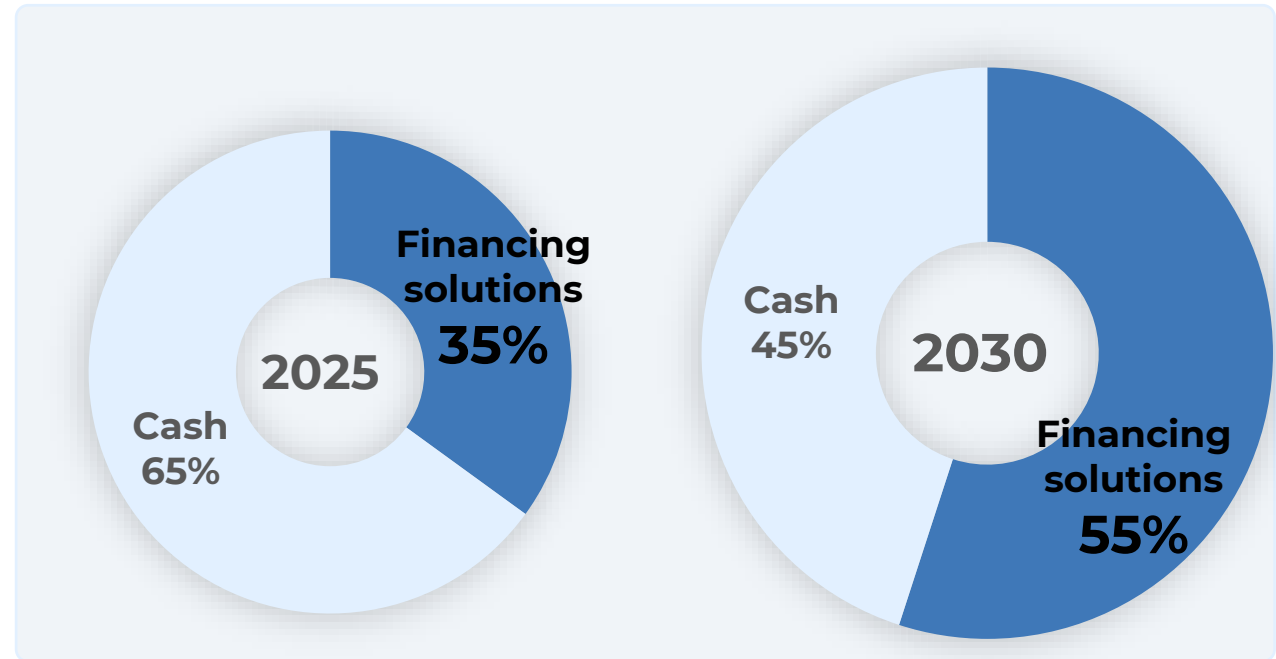
3 Deferred payment with credit cards

- o ~18% of adults own a credit card¹
- o Applicable across 40+ banks

4 Cash loans

- o Provide consumer lending services
- o Transparent – reasonable rates – quick approval

“ Deferred payment: lower upfront payment, longer tenor, zero fees ”

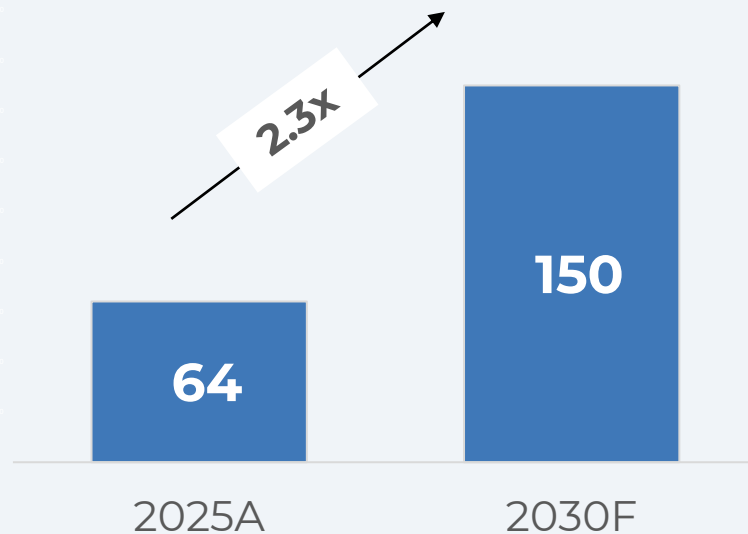


PILLAR 2: CONSUMER & FINANCIAL TOUCHPOINTS

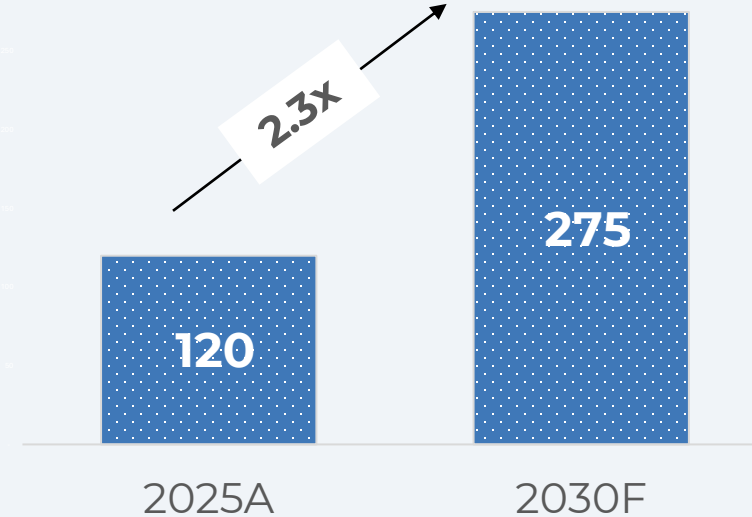
PAYMENT & UTILITIES HUB

- Full range of utility payments (electricity, water, telecommunications, etc.)
- 3,000+ “alternative ATMs” for cash deposit/withdrawal, applicable across 40+ banks
- Integrated into the Super App – aligned with rising online payment adoption trend
- Drive **recurring traffic and massive GMV throughput**

Transactions (Unit: millions)



GMV (Unit: VNDtn)





PILLAR 3: THỢ DMX SERVICES

THỢ DMX IS A CRITICAL COMPETITIVE ADVANTAGE OF DMX



Warehouse Logistics



Delivery-Installation



Scheduled Maintenance



Warranty, Repair



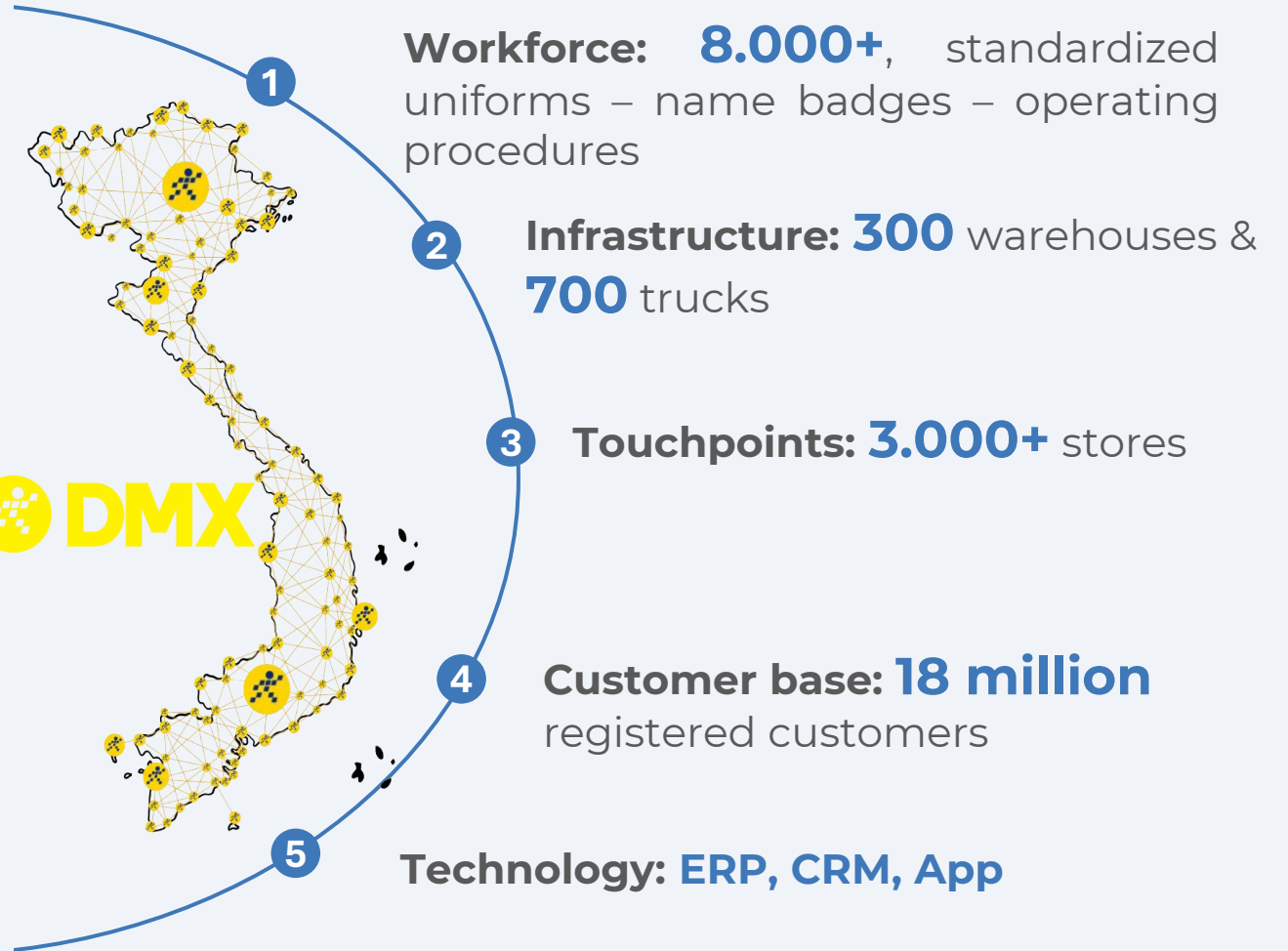
Construction Maintenance

Current market landscape

- x Lack of price transparency
- x Inconsistent skill levels
- x No defined responsible party when issues arise

Market gap

- x No national market leader in home services
- x No standardized skills and service quality at national scale





PILLAR 3: THỢ DMX SERVICES

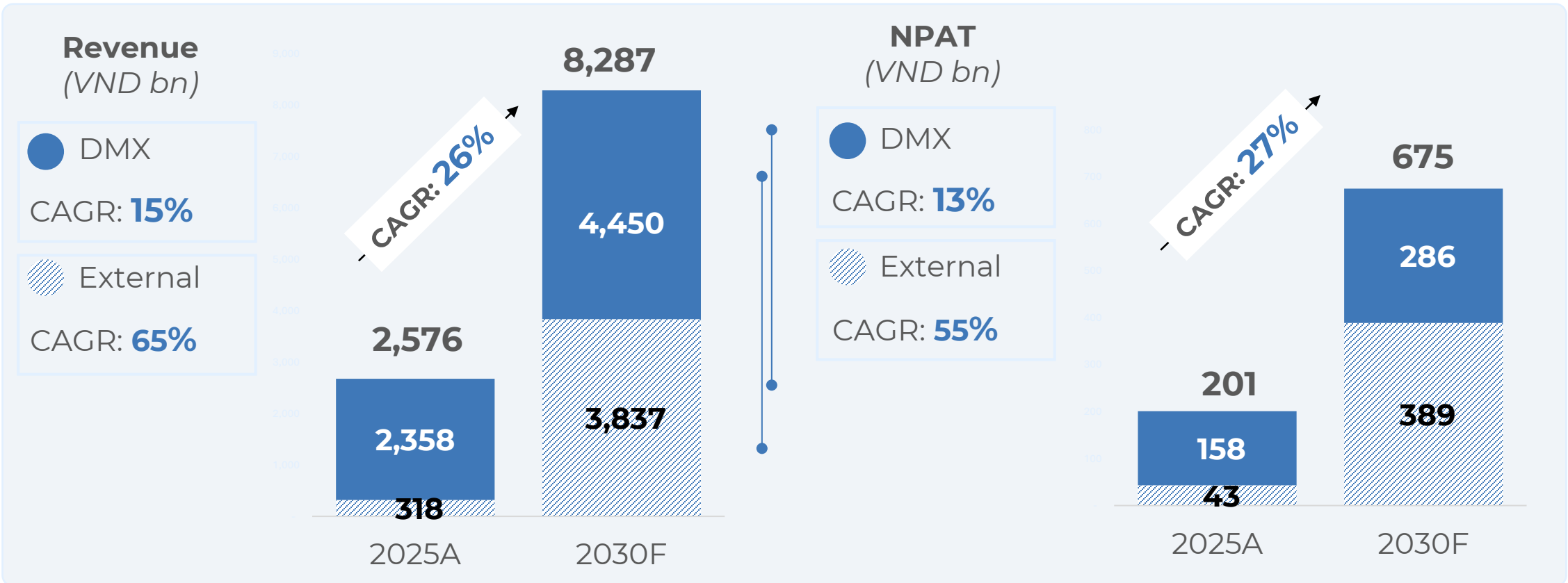
NEW AND RECURRING REVENUE STREAMS

1 Servicing DMX: Recur. revenue (interco)

- Provide full lifecycle solutions: from purchase → usage → maintenance → upgrade

2 External customers: New revenue

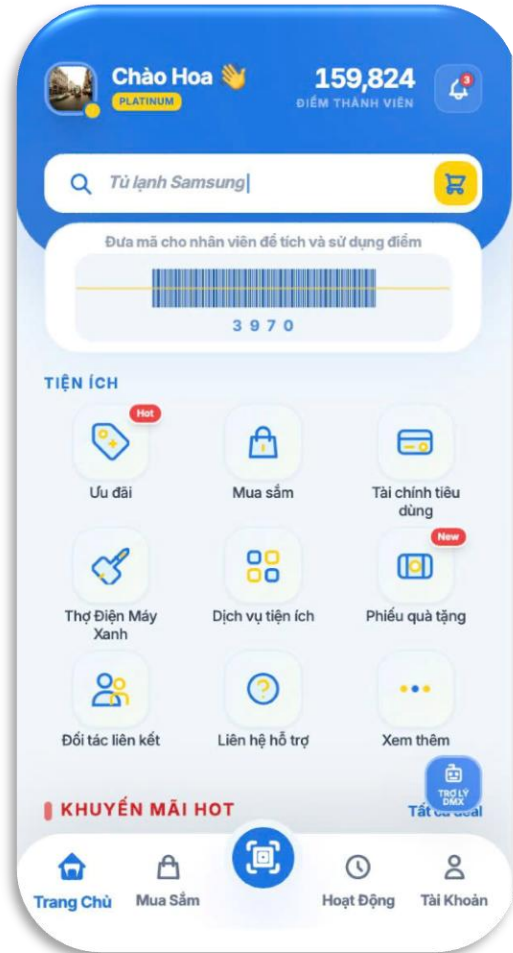
- Expand customer base across retail customers, brands, B2B, home services



PILLAR 4: SUPER APP

SHIFT FROM LOYALTY APP → SUPER APP – INTEGRATED MULTI-SERVICE PLATFORM

SUPER APP QTV: ONE-STOP SHOP FOR DMX ECOSYSTEM



Promotions

Reactivate and retain customers



Shopping

TGDD, DMX, TopZone, AK, AVK & BHX products and services



Financial

BNPL, post-paid wallets, bill payments



Services

Delivery, installation, maintenance, repairs



Partnerships

Onboard partners, expand services



Membership

Loyalty points, customer care

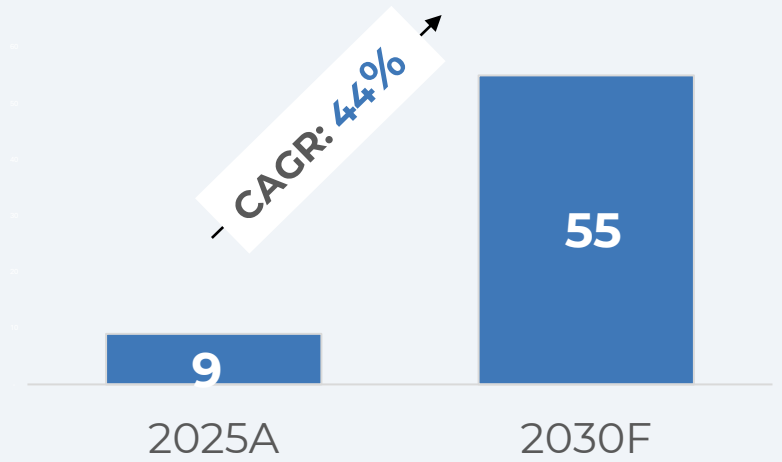
PILLAR 4: SUPER APP

MORE THAN JUST AN E-COMMERCE PLATFORM

HOW DMX SUPER APP DIFFERS FROM A TYPICAL E-COMMERCE PLATFORM

- No paid traffic → Leverage **18 million** registered customers
- No price war → Sell peace of mind, shopping experience and service quality
- Differentiated business model → Integrate **3,000+ point of sales** & Thợ DMX (**8,000** staff, **300** warehouses, **700** trucks)

Revenue via Super App ¹ (VNDtn)



By 2030, Super App will become the top-of-mind platform for electronics shopping and services

Note:(1) Revenue via Super App represents the value of purchases made via Super App

PILLAR 5: ERABLUE

DEMONSTRATE REPLICABILITY OF DMX MODEL ACROSS REGION



OVERVIEW

2022-est.

#1 CE retail chain in Indonesia

2025 SCALE

181 stores

10 warehouses

2025 PERFORMANCE

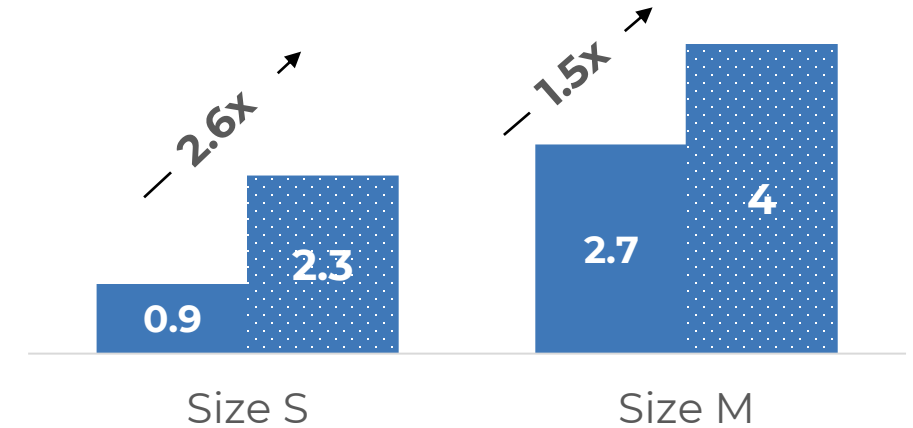
VND3,700bn revenue

VND54bn NPAT

COMPARISON WITH DMX IN VIETNAM

Monthly revenue per store FY25 (VNDbn)

■ Điện Máy Xanh ■ Erablu



- ✓ 1.5x~2.6x higher avg. monthly revenue per store compared to same store size in Vietnam
- ✓ ASPs only ~70% compared to Vietnam
- ✓ 50% of stores achieved breakeven in the first month

Pilot phase completed, ready for scale-up with profitability

PILLAR 5: ERABLUE

FROM PILOT TO ACCELERATED SCALE-UP

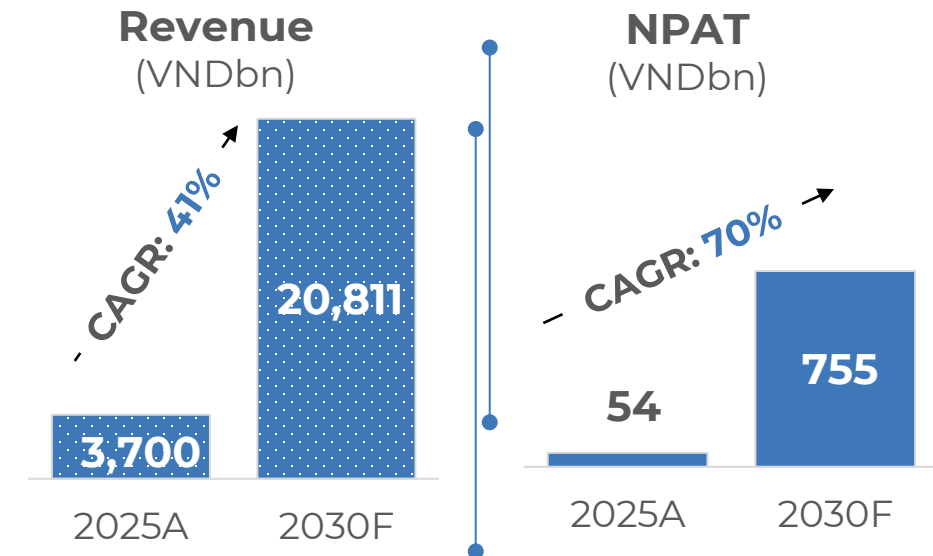
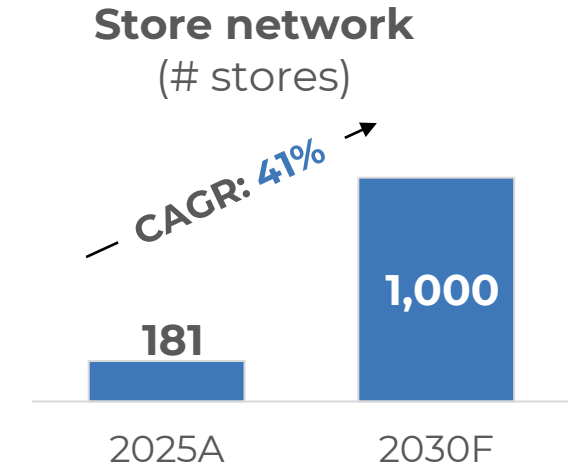
KEY SUCCESS FACTORS

1 Extensive Indonesian market with large upside

- Population ~3x Vietnam
- Consumer electronics market size¹ ~ **50%** Vietnam's, while the phone market is **1.5x**
- Underdeveloped after-sales services
- Consumer purchasing behavior broadly similar to VN

2 A differentiated model with strong local acceptance

- Combine unique strengths of DMX and Erajaya
- Compact and street-front store format
- Competitive pricing strategy
- Superior after-sales services: Same-day delivery & installation, exchanges...





DMX KEY PERSONNEL

COMBINING VISION AND EXECUTION EXCELLENCE

BOARD OF DIRECTORS



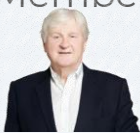
Nguyen Duc Tai
Chairman



Doan Van Hieu Em
Executive BOD
Member



Vu Dang Linh
BOD Member



Robert Alan Willett
BOD Member



Do Tuan Anh
Independent BOD
Member



Vo Ha Trung Tin
Independent BOD
Member

BOARD OF MANAGEMENT



D.V.Hieu Em
CEO DMX



T.V. Hoang
BD Director -
CE



P. N.Tuyen
BD Director
- ICT



T. H.Hoang
BD Director -
Services



Q.V. Nam
Sales
Director



D.T.Hieu
CEO Thợ DMX



H.K.Chi
CX Director



N.B. Tin
Deputy CEO
- EraBlue

FUNCTIONAL HEAD



D.N.M.Vien
Implement
Director



H.H.Hung
Head of L&IA



L.T.Trang
Marketing
Director



V.T.K.Phung
HR Director



V.L.Giang
IT Director



H.K.Chi
CX Director



V.T.P.Thao
Chief
Accounting



D.Q.Trung
Head of IR

CEO OFFICE



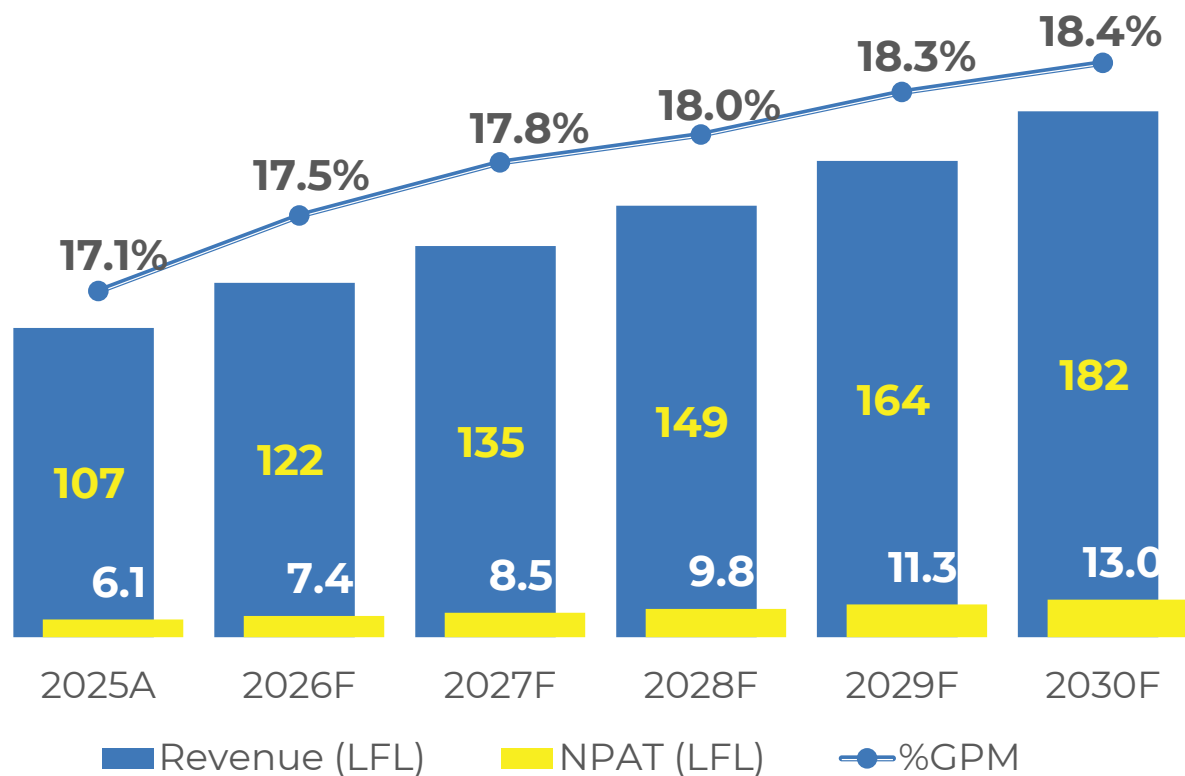
N.T.Hoa
Assistant
to CEO



D.Q.Trung
Head of IR

2026-2030 FINANCIAL PROJECTIONS⁽¹⁾

DOUBLE-DIGIT REVENUE GROWTH ALONGSIDE PROFIT MARGIN EXPANSION



2030 KPIs				
Pillars	Achievements	Rev	GP	NPAT
Quality-driven growth	NPAT outgrows revenue	1.6x		2.1x
Financial services	Higher revenue & profit contribution	3%	15%	
Thợ DMX	Higher revenue & profit contribution	2%		5%
SuperApp	% revenue via Super App	30%		
EraBlue	Shared profit from JV			3%

2030
Revenue **VND182tn**
NPAT **VND13tn**

Revenue⁽²⁾
CAGR: **11%**

NPAT⁽²⁾
CAGR: **16%**

Minimum dividend payout
50%

Notes:

(1) The financial projections for the period 2026–2030 do not incorporate any proceeds expected to be received from the IPO

(2) FY25 Consolidated revenue and NPAT are adjusted on like-for-like basis with the exclusion of An Khang and AvaKids impact and inclusion of Thợ DMX

Thank you!

