



1H2018 PERFORMANCE REPORT

KEY HIGHLIGHTS

- MWG recorded the consolidated net revenue of VND44,570 billion, online revenue of VND5,540 billion and consolidated net profit after tax of VND1,540 billion for the first half of 2018, equivalent to YOY growth of 43% in terms of net revenue, 117% in terms of revenue online and 44% in terms of NPAT.
- The consumer electronics chain (Dien May Xanh) contributed 56% of the net turnover, following by the contributions of the mobile phone chain (The Gioi Di Dong) with 41% and the grocery chain (Bach Hoa Xanh) with 3%.
- Phones, tablets, laptops and accessories were accounting for 55% of MWG's net revenue, following by electronics, white goods and small appliances with 40%. Grocery & FMCGs contributed for 3% of the net turnover and the remaining 2% was belong to other services.
- In June 2018, The Gioi Di Dong converted 3 stores to Dien May Xanh mini. Since MWG has implemented the strategy to convert from mobile phone stores at high revenue potential locations to consumer electronics mini concept, over 80 The Gioi Di Dong stores have been converted to Dien May Xanh stores in 2017 to date.
- Combined Same-store-sales-growth (SSSG) (for the stores opened before 1/1/2017) of the mobile phone and consumer electronics retail chains in 1H2018 was approx. 10%, compared to the same period last year. The SSSG was not calculated separately for each chain because the store conversion effort from The Gioi Di Dong to Dien May Xanh is expected to continue in 2H2018. In addition, phones, tablets, laptops and accessories were sold in both chains.
- The grocery chain continued to grow positively, exceeded VND350 billion net turnover in June 2018. With 384 stores, Bach Hoa Xanh recorded the Average Sales Per Store of more than VND850 million (calculated only for the stores having at least 30 full days of operation).
- Profit margins of all chains has been maintained and improved in line with the annual targets of 2018.



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YTD PERFORMANCE SNAPSHOT (1H2018 COMPARED TO 1H2017)

CONSOLIDATED REVENUE

44.5

Net Revenue
in 1H2018
(VND in trillion)

43%

Net Revenue Growth in 1H2018
compared to 1h2017

52%

Net Revenue target
(VND86,390 billion)
was achieved

ONLINE REVENUE

5.5

Online Revenue
in 1H2018
(VND in trillion)

117%

Online Revenue Growth in 1H2018
compared to 1H2017

55%

Online Revenue target (VND10,000
billion) **was achieved**

CONSOLIDATED NPAT

1.5

NPAT
in 1H2018
(VND in trillion)

44%

NPAT Growth in
1H2018 compared
to 1H2017

59%

NPAT target
(VND2,603 billion)
was achieved



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1H2018 REVENUE ANALYSIS



NET REVENUE BY CHAINS



VND18,039 billion



VND24,949 billion



VND1,552 billion



NUMBER OF STORES BY CHAINS



1,058 stores



724 stores



384 stores

REVENUE GROWTH RATE BY CATEGORIES 1H2018 COMPARED TO 1H2017



Mobile phones, tablets and laptops

↑ 20%



Electronics, white goods and small appliances

↑ 90%



Fresh foods and FMCG products

↑ 286%

REVENUE GROWTH RATE BY CHAINS 1H2018 COMPARED TO 1H2017



↑ 3%



↑ 86%



↑ 286%

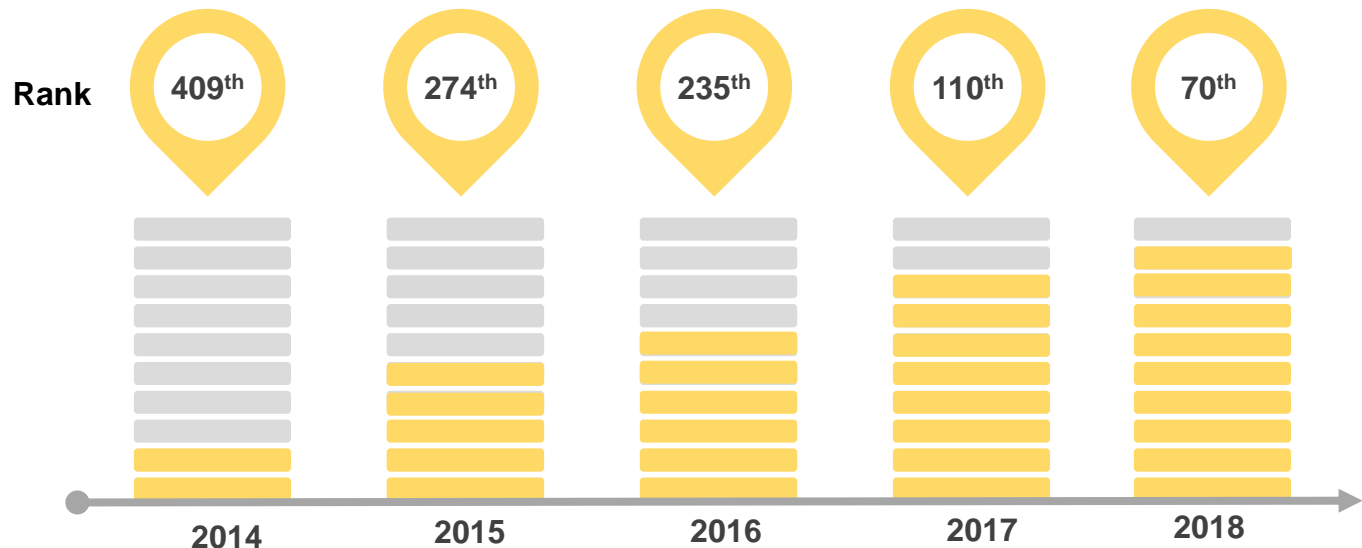
Note:

- For presentation purpose, Dien May Xanh included Tran Anh's figures after MWG successfully acquired Tran Anh Digital World JSC in 1Q18.
- Net Revenue by chains excluded revenue of Big Phone – the mobile phone retail chain in Cambodia

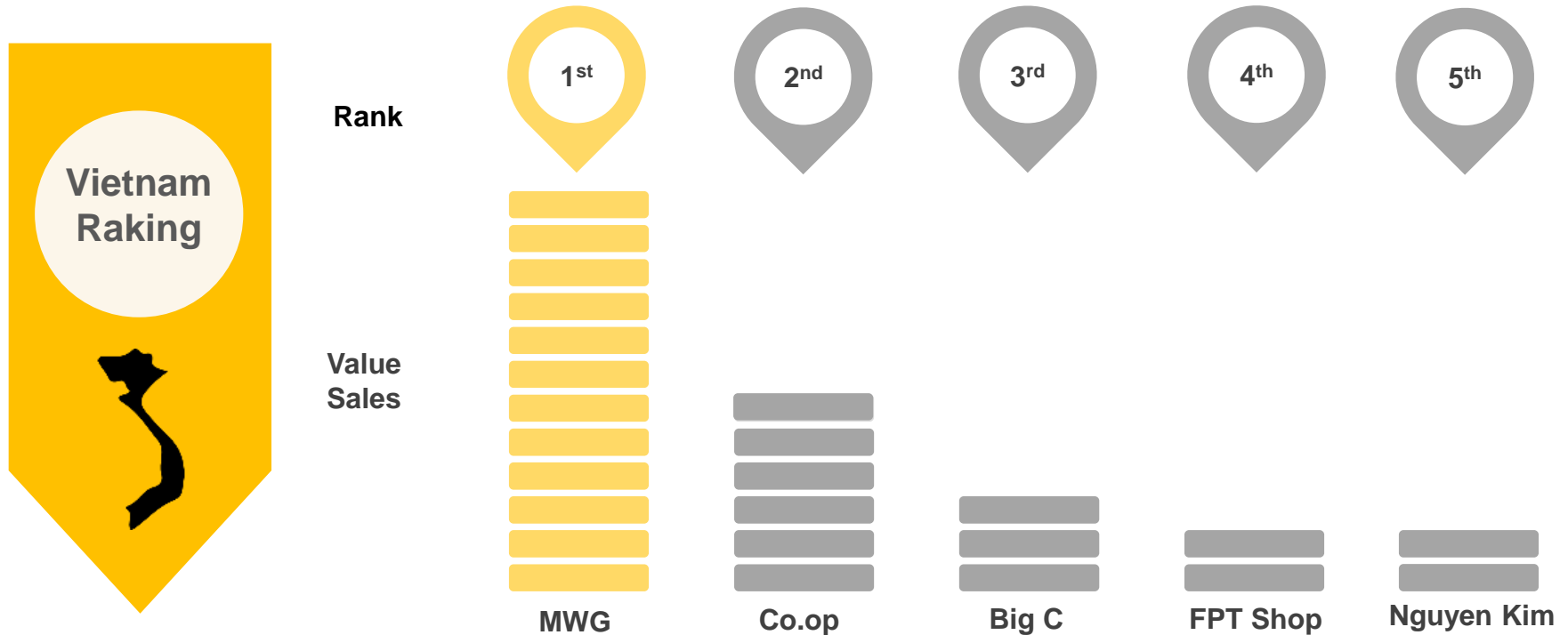


RETAIL ASIA – PACIFIC TOP 500 RANKING 2018

- This is the 9th consecutive year that Mobile World Investment Corporation was named in Top 500 Retailers in Asia – Pacific in 2018 by reputable Retail Asia Publishing Magazine. The 2018 ranking result was based on 2017 performance of leading retailers in Asia – Pacific.
- With the value sales of more than \$3 billion, MWG maintained the No.1 position in Vietnam, doubled the revenue of the runner-up and quadrupled the revenue of the 3rd retailer.
- In other markets, the leading positions were mainly belong to supermarkets, minimarts, department stores and convenience stores operators. MWG was the only hardline retailer securing the highest position in 14 nations. The expansion to grocery retail business will solidify MWG's sustainable development in the long-run. MWG believes that the gap between MWG and other retailers in Vietnam will become wider in the future.



Source: Top 500 Ranking Retail Asia Magazines in terms of value sales



Source: Top 500 Ranking Retail Asia Magazine June/July 2018 in terms of value sales

DISCLAIMER:

- *This report is released for the purpose of providing periodical information for all stakeholders of MWG. All data and analyses in this report are unaudited, collected from different sources that may involve incompleteness, inaccuracies and uncertainties.*
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