



## YTD SEPTEMBER 2018 PERFORMANCE REPORT

### KEY HIGHLIGHTS

- MWG recorded the consolidated net revenue of VND65,478 billion, online revenue of VND8,852 billion and consolidated net profit after tax of VND2,187 billion for the 9 months of 2018, equivalent to YOY growth of 37% in terms of net revenue, 123% in terms of revenue online and 34% in terms of NPAT.
- Phones, tablets, laptops and accessories were accounting for 54% of MWG's net revenue, following by electronics, white goods and small appliances ("CE") with 40%. Grocery & FMCGs contributed for 4% of the net turnover and the remaining 2% was belong to other services.
- Although 3<sup>rd</sup> quarter was considered as the off-season, MWG still achieved the YOY revenue growths for first 9 months of 2018 by categories of 79% for CE products; 19% for phones, tablets and laptops; and 235% for foods and FMCGs.
- Blended Same-store-sales-growth (SSSG) (for the stores opened before 1/1/2017) of the mobile phone and consumer electronics retail chains in the first 9 months of 2018 was approx. 12% compared to the same period last year, and outperformed its SSSG of 10% in 1H2018. The Gioi Di Dong mobile phone stores continued to be converted to Dien May Xanh mini stores.
- Total successful online transactions in 3Q18 surged 40% compared to the average figure of 1Q18 and 2Q18, thanks to the effective implementation of pre-order and promotion campaigns for new product launches of Samsung and Oppo. Consequently, online revenue in 3Q18 was equivalent to 16% of MWG's total net revenue, increased from the contribution of 12% in 1Q18 and 13% in 2Q18.
- According to the Map of E-commerce recently published by Iprice Insight, thegioididong.com became the top B2C e-commerce platform in Vietnam by traffic. If taking into account the traffic of all online websites owned by the group, MWG has maintained the No.1 position in Vietnam's E-commerce sector in general.



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### KEY HIGHLIGHTS

- The grocery chain recorded YTD net revenue of approx. VND2,800 billion for 9 months of 2018. As of 30/09/2018, BHX has 409 stores in operation and achieved the net sales of more than VND428 in September. The Average Monthly Sales Per Store was over VND1 billion (calculated only for the stores opened before 1 Sep 2018)
- By end of September, BHX had 9 large-scale stores (300sqm) in 6/24 districts of HCMC and Binh Duong province. In addition, BHX increased its provincial store count to 11 stores from 4 stores at the end of August.
- Together with the effort to expand the store network, BHX continued to focus on optimizing revenue per store by:
  - Upgraded 28 old stores (without “fresh meats, live fishes”) to standard stores;
  - Upgraded 3 standard-scale to large-scale stores;
  - Closed some stores having average monthly sales below VND500 million and without potential of conversion.
- Despite the operational interruption in revamp period, the upgraded BHX stores immediately recorded monthly revenue growth of more than 20% compared to the previous month. The newly upgraded standard stores are expected to realize the average monthly sales per store of over VND1 billion within 60 days since their conversion dates.
- Profit margins of all chains have been maintained and improved in line with the annual targets of 2018.

#### 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, inaccuracy and uncertainties.*
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### YTD PERFORMANCE SNAPSHOT (YTD 2018 COMPARED TO YTD 2017)

#### CONSOLIDATED REVENUE

65.5

**Net Revenue**  
in YTD18  
(VND in trillion)

37%

**Net Revenue Growth** in YTD18 compared to YTD17

76%

**Net Revenue target** (VND86,390 billion) **was achieved**

#### ONLINE REVENUE

8.8

**Online Revenue**  
in YTD18  
(VND in trillion)

123%

**Online Revenue Growth** in YTD18 compared to YTD17

89%

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

#### CONSOLIDATED NPAT

2.2

**NPAT**  
in YTD18  
(VND in trillion)

34%

**NPAT Growth** in YTD18 compared to YTD17

84%

**NPAT target** (VND2,603 billion) **was achieved**



### YTD 2018 REVENUE ANALYSIS



#### NET REVENUE BY CHAINS

	VND 26,609 billion
	VND 36,017 billion
	VND 2,800 billion



#### NUMBER OF STORES BY CHAINS

	1,038 stores
	737 stores
	409 stores

#### REVENUE GROWTH RATE BY CATEGORIES YTD 2018 COMPARED TO YTD 2017

	Phones, tablets and laptops	↑ 19%
	Electronics, white goods and small appliances	↑ 79%
	Fresh foods and FMCG products	↑ 235%

#### REVENUE GROWTH RATE BY CHAINS YTD 2018 COMPARED TO YTD 2017

	↑ 2%
	↑ 74%
	↑ 235%

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