



## YTD JULY 2018 PERFORMANCE REPORT

### KEY HIGHLIGHTS

- MWG recorded the consolidated net revenue of VND51,686 billion, online revenue of VND6,389 billion and consolidated net profit after tax of VND1,756 billion for the 7 months of 2018, equivalent to YOY growth of 41% in terms of net revenue, 114% in terms of revenue online and 39% 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.
- After the peak season in 1H18, the CE products and phones' YOY revenue growth decelerated but still recorded at 89% and 19% respectively compared to the same period last year. Due to the business cycle, the turnover of CE products and phones will experience slow growth in the coming months before going back to upward trend in the year-end holiday season.
- In July 2018, the grocery chain continued to grow positively, exceeded nearly VND400 billion net revenue, attributed by approx. 5million successful transactions. With 393 stores, BHX recorded the Average Sales Per Store of more than VND900 million (calculated only for the stores opened before 1 July 2018)
- At the end of July 2018, BHX developed the large store concept up to 300 sqm, located in Thu Duc district, HCMC. This store was upgraded from a standard store (160 sqm) in the high population density and close to wet market area. The flagship store provides approx. 3,000 SKUs including more than 300 fresh SKUs. This was the first time that a BHX store achieved monthly sales exceeding VND3 billion and more than 1,000 successful transactions per day (equivalent to 1 successful transaction every minute from 6:30AM to 9:30PM).
- BHX is expanding to neighboring provinces within the radius of 30-40km from HCMC, the first store located in Binh Duong recorded an average daily turnover comparable to the revenue of high-performing stores in HCMC city. This positive signal allows BHX to accelerate the store expansion in neighboring areas in 2H18.



### YTD PERFORMANCE SNAPSHOT (YTD 2018 COMPARED TO YTD 2017)

#### CONSOLIDATED REVENUE

51.7

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

41%

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

60%

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

#### ONLINE REVENUE

6.4

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

114%

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

64%

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

#### CONSOLIDATED NPAT

1.75

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

39%

**NPAT Growth** in YTD18 compared to YTD17

67%

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



## YTD JULY 2018 PERFORMANCE REPORT

### YTD 2018 REVENUE ANALYSIS



#### NET REVENUE BY CHAINS


	VND20,839 billion
	VND28,859 billion
	VND1,952 billion



#### NUMBER OF STORES BY CHAINS

	1,045 stores
	727 stores
	393 stores

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

	Mobile phones, tablets and laptops	↑ 19%
	Electronics, white goods and small appliances	↑ 89%
	Fresh foods and FMCG products	↑ 269%

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

	↑ 2%
	↑ 84%
	↑ 269%

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