



YTD NOVEMBER 2018 PERFORMANCE REPORT

KEY HIGHLIGHTS

- MWG recorded the consolidated net revenue of VND79,033 billion (+34% y-o-y growth) and net profit after tax of VND 2,644 billion (+33% y-o-y growth) for 11 months of 2018. As the result, MWG fulfilled 92% of the revenue target and exceeded 100% of the net profit target for FY2018.
- Y-O-Y revenue growths for 11M2018 by categories were of 70% for CE products; 18% for phones and tablets; and 214% for foods and FMCGs.
- Online revenue for the 11 months of 2018 reached VND 10,913 billion, equivalent to 13.8% the company's net revenue. Online turnover recorded +113% y-o-y growth and achieved 109% the target of 2018.
- As of 30/11/2018, BHX had 404 stores in operation and achieved the net sales of VND484 billion in November. The Average Monthly Sales Per Store calculated for the stores opened before 1/11/2018 was over VND1.1 billion.
- By end of November, BHX had 310 standard and big stores in HCMC, Binh Duong, Long An and Dong Nai provinces (approx. 77% of the existing stores, increased from 270 stores by end of October); including 20 large-scale stores and 23 provincial stores.
- Each month, BHX adds 30-40 stores by both new opening and upgrading from the old format, as well as proactively closes some legacy underperformed stores so that the profits generated from good-performing stores are no longer used to offset for the losses caused by these legacy ones. This effort will be slow-down during the holiday season so the conversion is expected to be complete in 1Q19.



KEY HIGHLIGHTS

- MWG decided to concentrate on FMCGs online retailing in Vuivui.com since September 2018 because the grocery retailing has been contributed approx. 70% of the total retail value sales in Vietnam according to Euromonitor report. Therefore, the demand for online shopping of foods and necessities will be considerable.
- Due to this strategy, MWG transferred the website's backend, logistics and delivery force of Vuivui.com to Bachhoaxanh.com since 27 November 2018 to better serve the customers in shopping foods and necessities. The upgrade effort of Bachhoaxanh.com has been implemented to realize MWG's ambitious of becoming a Top FMCGs online retailer in Vietnam.
- Bachhoaxanh.com provides customers information about products, on-going promotions and store network, as well as allows them to interact directly and purchase foods and necessities online. Currently, Bachhoaxanh.com focuses on FMCGs and has not yet offered fresh foods, serving in HCMC only. Products have been delivered to customers' houses within 3 time windows, including out of working hours and on the weekends (8:00-12:00, 12:00 to 16:00 and 17:00 to 21:00). In the future, Bachhoaxanh.com aims to provide this online shopping service to customers in all cities/provinces having the presence of BHX stores.
- MWG's target is to dominate the online retailing business in 3 main categories that are accounting for the biggest share of the Vietnam's retail market value including mobile phones, consumer electronics and grocery through the successful operation of 3 websites Thegioididong.com; Dienmayxanh.com and Bachhoaxanh.com



YTD PERFORMANCE SNAPSHOT (YTD 2018 COMPARED TO YTD 2017)

CONSOLIDATED REVENUE

79.0

Net Revenue
in YTD18
(VND in trillion)

34%

Net Revenue Growth in YTD18
compared to YTD17

92%

Net Revenue target
(VND86,390 billion)
was achieved

ONLINE REVENUE

10.9

Online Revenue
in YTD18
(VND in trillion)

113%

Online Revenue Growth in YTD18
compared to YTD17

109%

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

CONSOLIDATED NPAT

2.6

NPAT
in YTD18
(VND in trillion)

33%

NPAT Growth in
YTD18 compared to
YTD17

102%

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

Mobile World Investment Corporation (MWG)

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YTD 2018 REVENUE ANALYSIS



NET REVENUE BY CHAINS

 thegloiddong	VND32,083 billion
 Điện máy XANH	VND43,135 billion
 Bách hóa XANH	VND3,752 billion



NUMBER OF STORES BY CHAINS

 thegloiddong	1,037 stores
 Điện máy XANH	746 stores
 Bách hóa XANH	404 stores

REVENUE GROWTH RATE BY CATEGORIES YTD 2018 COMPARED TO YTD 2017

 Mobile phones, tablets and laptops	↑ 18%
 Electronics, white goods and small appliances	↑ 70%
 Fresh foods and FMCG products	↑ 214%

REVENUE GROWTH RATE BY CHAINS YTD 2018 COMPARED TO YTD 2017

 thegloiddong	↑ 1%
 Điện máy XANH	↑ 65%
 Bách hóa XANH	↑ 214%

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



2019 BUSINESS PLAN

- MWG's BOD has approved the Business Plan for FY2019. This plan will be presented to get approval at AGM tentatively held in March 2019 as following:

No	Description	Target 2019 (VND in billion)
1	Net Revenue	108,468
2	Net Profit After Tax	3,571

- In 2019, phones and consumer electronics retail business will remain as the main pillar to generate revenue and net profit for the Company. In particular, consumer electronics retailing is considered as the key driver for MWG's growth, aiming to reach approx. 40% market share. Phones retailing continues to maintain the leading position and achieve positive growth compared to Vietnam's overall market.
- The growth of phones and consumer electronics are contributed by:
 - 1) Open new stores, convert from TGDD stores to DMX/DMX mini stores and from DMX mini to DMX;
 - 2) Change the layout of the store to optimize numbers of SKUs and product display area;
 - 3) Add new product categories, brands and wider product selection;
 - 4) Pilot different price policies in accordance with difference service options to reach new customer segments.
- BHX will continue to solidify its foundation in 2019 for the aggressive expansion nationwide after BHX becomes profitable at stores and DC level. MWG targets that the gross profit generated from BHX can entirely cover the operating expenses of all stores and distribution centers, excluding the G&A expenses at the company level, latest by December 2019. Although revenue contribution of BHX in MWG's top line is not significant, the grocery retail business is expected to achieve highest y-o-y growth by:
 - 1) Complete the conversion of 100% existing stores to standard format;
 - 2) Accelerate the store opening in South provinces;
 - 3) Optimize the supply chain and logistics operation;
 - 4) Experiment to standardize an effective format for provincial stores.