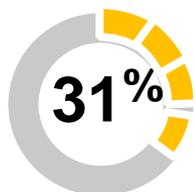
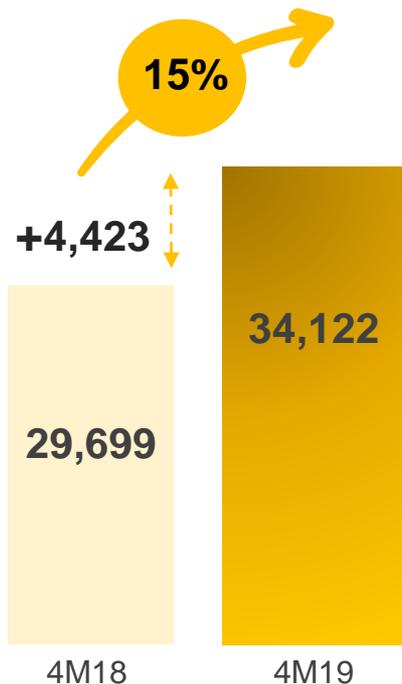




### NET REVENUE

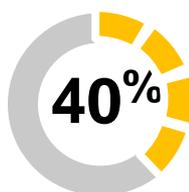
(billion in VND)



**Net Revenue target**  
(VND108,468 billion)  
**was achieved**

### NET PROFIT AFTER TAX

(billion in VND)



**NPAT target**  
(VND3,571 billion)  
**was achieved**

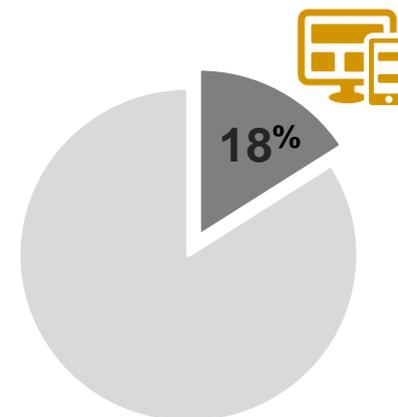


**6,010** VND billion  
**ONLINE REVENUE**  
YTD APR 2019



**+69%**

**Vs. ONLINE**  
**REVENUE**  
YTD APR 2018



**TOTAL: VND34,122 billion**

# Mobile World Investment Corporation (MWG)

## YTD APRIL 2019 PERFORMANCE REPORT



### STORE COUNT BY CHAINS

**2,324**



1,021 stores



791 stores



512 stores

(\*) thegioididong stores were continued to be converted to mini-DMX stores

### STORE COUNT BY PRODUCTS



Phones, tablets, laptops, accessories and wearables 1,812 stores

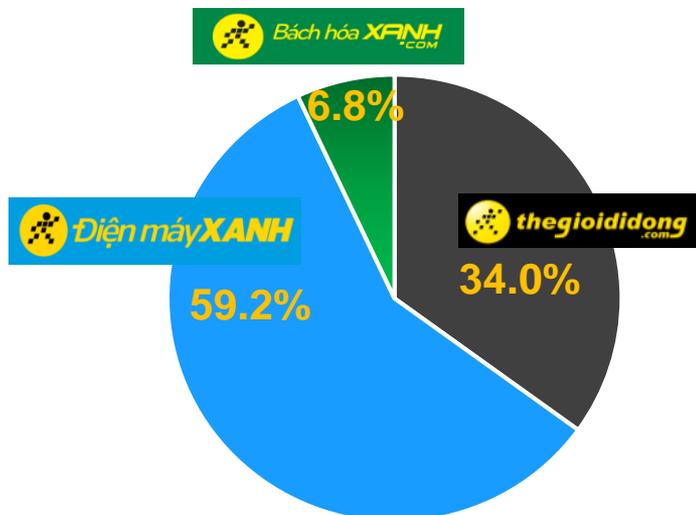


Electronics, white goods, small appliances, kitchen ware 791 stores

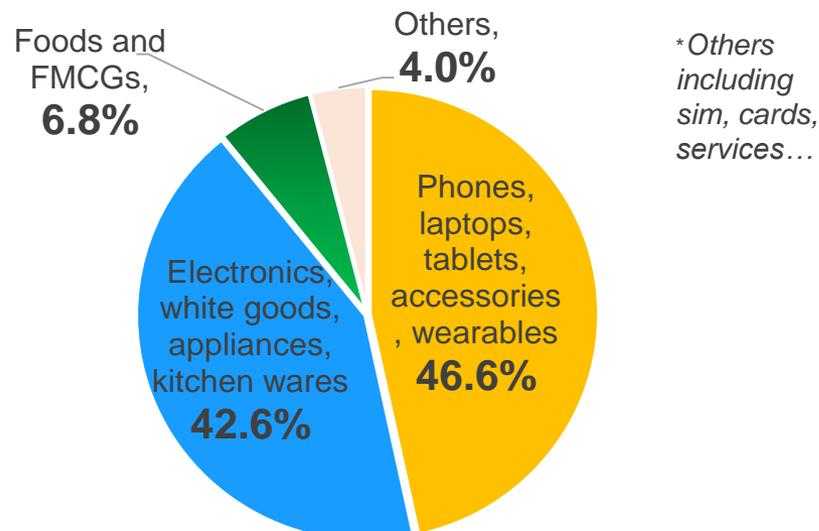


Foods and FMCGs 512 stores

### REVENUE BREAKDOWN BY CHAINS



### REVENUE BREAKDOWN BY CATEGORIES





## YTD APRIL 2019 PERFORMANCE REPORT

- For 4M-2019, MWG recorded net profit of VND 1,412bn (+36% yoy) on revenue of VND 34,112bn (+15% yoy). Until now, April was the 2<sup>nd</sup>-best month of the year, with top line increasing 31% yoy while bottom line was even better at +62% yoy. YTD, MWG fulfilled 31% of revenue and 40% of net profit target for FY 2019.
- Contribution of Online segment continued to expand, reaching 18% of total revenue compared with 12% in the same period last year. With total transaction value of VND 6,010bn, online segment achieved +69% yoy growth, enforcing MWG's #1 position in e-commerce value.
- Net margin for cumulative 4-month was 4.2%, widening from 3.5% in 4M-2018, driven by (a) improving average revenue per store and (b) productivity enhancement at the stores, distribution centers and logistics system, leading to a reduction in operating expenses percentage of revenue.
- To break down by categories, all product groups including phones, electronics, white goods, and household appliances achieved positive growth. Among those, aircons and fans was particularly strong with +100% yoy growth as the peak of hot season kicked off in April. MWG sold roughly 200,000 cooling machines in just one month, almost half of last year's total volume in this category.
- By the end of April 2019, MWG operated in total 2,324 stores, an increase of 58 stores month-on-month. DMX added 17 new stores, resulting from both new opening and upgrade of TGDD store. With tremendous effort, MWG successfully transformed 83 mini-DMX stores with new layout to optimize revenue generation. BHX maintained its rapid expansion with 43 new store, arriving at 512 store-counts at the end of April.



- Out of total 512 stores, BHX had 141 stores (27% out of total) in Mekong Delta and Southeast provinces. By format, BHX had 63 large stores (300 sqm), accounting for 12% of total stores. Average Monthly Sales Per Store for the those opened before 1/4/2019 was approx. VND1.3 billion.
- April was a memorable month for Bach Hoa Xanh chain as it surpassed the milestone of 500 stores, then, for the first time ever, 2 stores recorded revenue exceeding VND 4bn per month. Both stores are located in the provincial areas and serve 1,000 to 1,200 transaction per day
- After significant effort to understand consumers' behaviors in the 2<sup>nd</sup> tier cities, adjusting the product offerings from that in HCMC, and conducting flexible purchasing approaches, this encouraging result will be strong motivation for BHX to accelerate store opening in provincial markets.
- The contribution of fresh, chilled and frozen products in BHX's total revenue increased to 47% YTD, compared to 40% of the same period last year. In April 2019, BHX sold approx. 6,900 tons of fresh produce, up 15% month on month and up 38% versus Dec 2018 & Jan 2019.
- Among modern trade channels, BHX was recognized with the top selling volume for domestic fruits such as watermelon (700 tons/m), banana (500 tons/m), guava (300 tons/m), and orange (200 tons/m). Besides, MWG successfully imported directly from plantations in the US, EU, Australia, New Zealand, South Africa, Egypt and Thailand, thereby offering a diversified range of products at the most attractive prices in the retail market to end-users. As such, imported fruit sales volume surged 300% to currently 30 containers/month.
- BHX has continued to negotiate with the remaining FMCGs suppliers to increase gross profit margin to 1% to 1.5%, latest by the end of 2019.