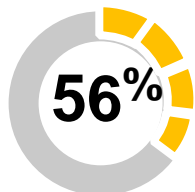
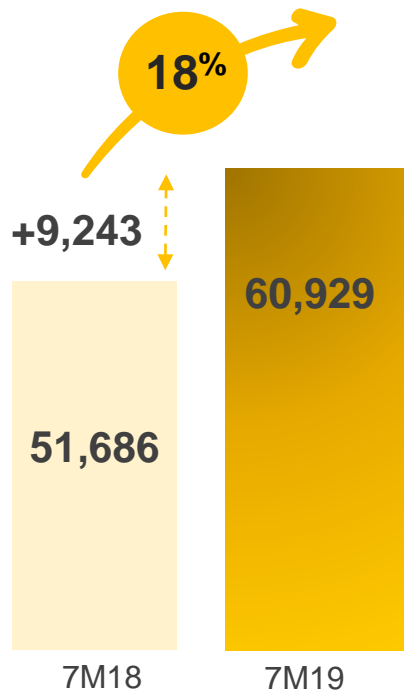




YTD JULY 2019 PERFORMANCE REPORT

NET REVENUE

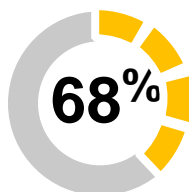
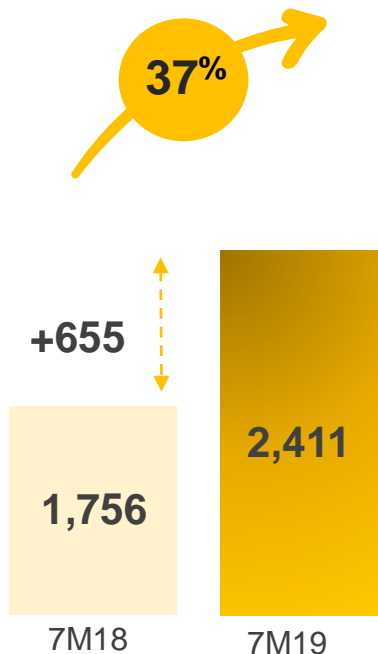
(VND billion)



Net revenue target
(VND108,468 billion)
was completed

NET PROFIT AFTER TAX

(VND billion)



NPAT target
(VND 3,571 billion)
was completed

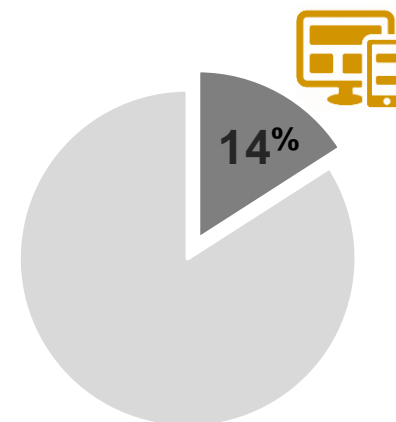


8,266 VND billion
ONLINE REVENUE
YTD JULY 2019



+29%

Vs. ONLINE REVENUE
YTD JULY 2018



TOTAL: VND 60,929 billion



STORE COUNT BY CHAINS

2,530



1,006 stores



865 stores



659 stores

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

STORE COUNT BY PRODUCTS



Phones, tablets, laptops, accessories and wearables **1,871 stores**

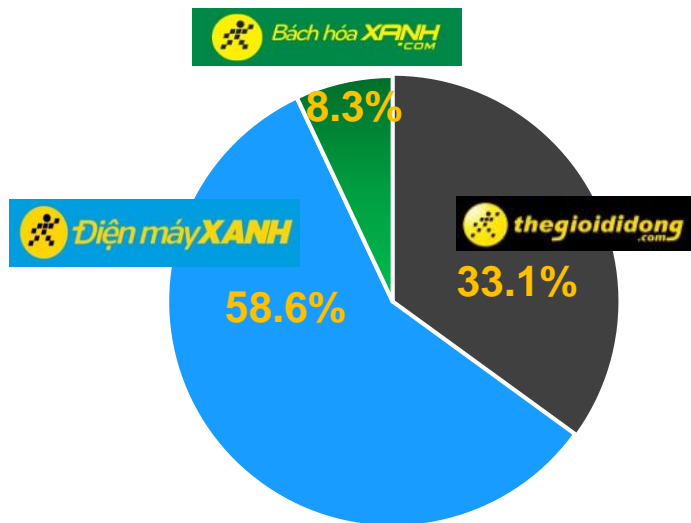


Electronics, white goods, small appliances, kitchen ware **865 stores**

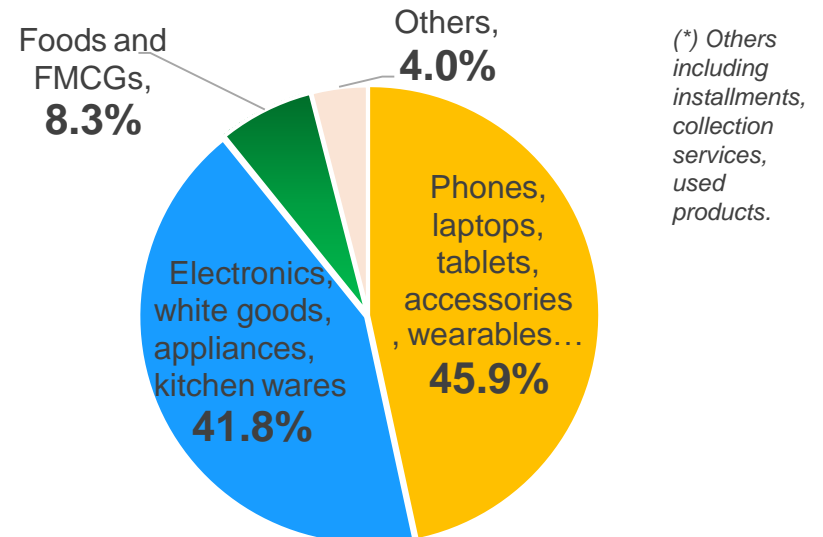


Foods and FMCGs **659 stores**

REVENUE BREAKDOWN BY CHAINS



REVENUE BREAKDOWN BY CATEGORIES





YTD JULY 2019 PERFORMANCE REPORT

- For 7M-2019, MWG recorded **consolidated net revenue of VND 60,929 billion (+18% yoy)** and **net profit of VND 2,411 billion (+37% yoy)**. Year-to-date, MWG fulfilled **56% of revenue and 68% of profit target for FY 2019**.
- As usual for the business cycle, mobile phones and electronics consumption tends to slow down during the 3rd quarter after the peak season in the first half of the year, then will grow again in the holiday season at year end. **Particularly in July this year, the Company achieved revenue growth of 31% compared to July 2018**, a record-high only after the Tet-month and approximately the same as April (the air-conditioners peak month), with the mega sale promotion campaign to express gratitude to customers in the series of events celebrating MWG's 15th anniversary. Thanks to the huge support from suppliers, although MWG actively offered big discounts for customers to buy quality products at attractive prices (for the first time there were discounts up to 15% for phones and 10% for electronics), **MWG still recorded a net profit growth of 34% compared to July 2018, and maintained the net profit margin for accumulated 7M-2019 at 4%**.
- Online segment contributed 14% of MWG's total revenue and grew 29% compared to the same period last year. The company has continued to avoid the price difference of products offered online vs. offline to optimize the omni-channel retail model, focusing on serving customers who seek convenience and service quality at TGDD and DMX stores, as well as through thegioididong.com and dienmayxanh.com websites. For customers who focus on low prices, MWG will implement a different strategy to effectively serve this group.
- By categories, major product groups including phones, electronics, white goods and small appliances all recorded positive growth. In particular, **white goods and household appliances saw over 35% revenue growth** compared to the first 7 months of 2018. **With 42 shops under TGDD and DMX stores selling watches** as of July 31, 2019, **the total number of watches sold in July was over 15,000 units**. Thus, after nearly 4 months of testing, MWG has sold more than 30,000 watches at an average price of approx. VND 1.3 million/product. The company expects to increase the total number of stores selling watches to around 200 by the end of this year.
- At the end of July, MWG operated in **total 2,530 stores, an increase of 69 stores compared to the end of June**. DMX chain added 27 new stores including upgrades, while BHX chain added 59 new stores, bringing the total number of BHX stores to 659.



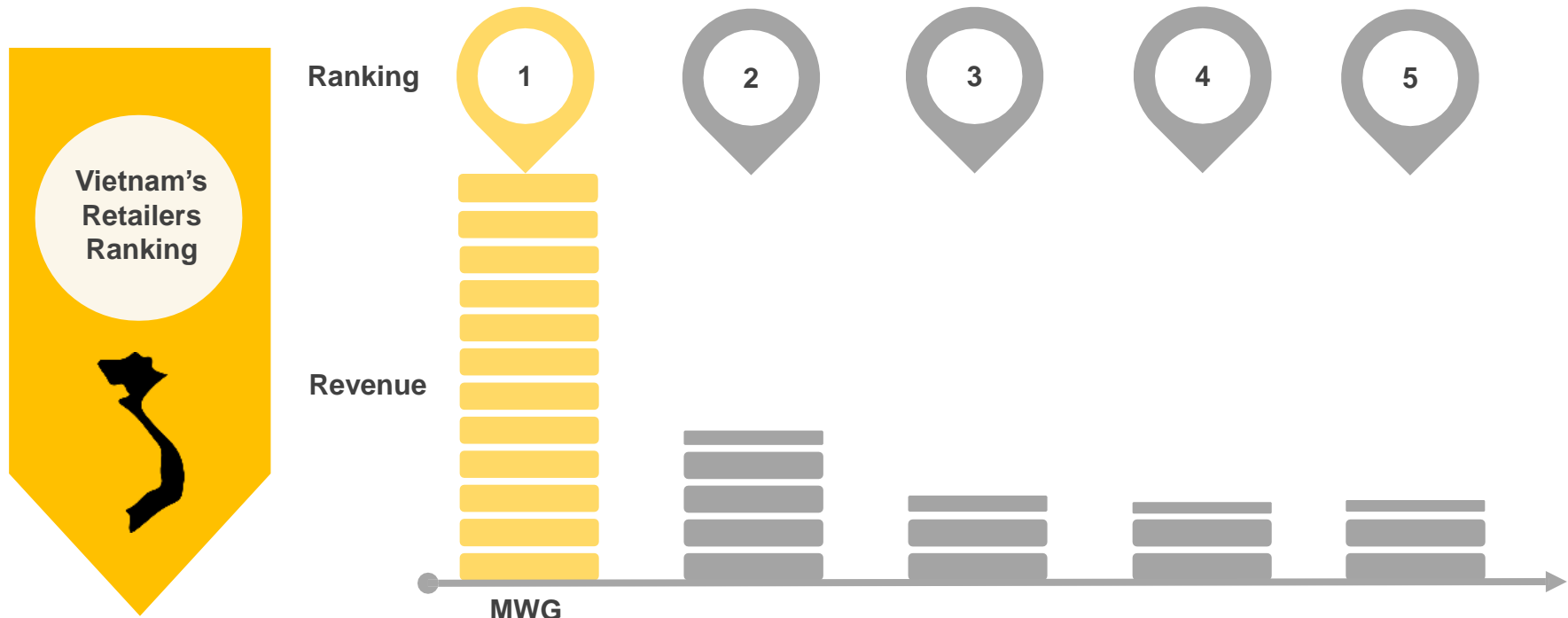
YTD JULY 2019 PERFORMANCE REPORT

- With **659 BHX stores** at the end of July 2019, **average revenue per store exceeded VND 1.5 billion/ month**.
- After exactly 1 year since July 2018 when BHX experimented the big-store format of 300m², and expanded its store network outside of Ho Chi Minh City with the first one located in Binh Duong province, as the end of July 2019, the chain had **268 stores in 14 southern provinces (making up 41% of total BHX store-count)**. By format, BHX had **118 big stores, equivalent to 18% of total number of stores**. Average revenue per store for standard-sized stores approximated VND 1.4 billion/month and that of big-sized was about VND 2.3 billion/month.
- July this year marked an important milestone in MWG's development of grocery and FMCGs retailing business, as **BHX exceeded VND 1,000 billion revenue per month, serving more than 10 million customers**. This was the BHX team's breakthrough effort as in early 2019, MWG's management did not expect to reach this VND 1,000 billion benchmark until the end of September.
- In July 2019, BHX sold more than 10,000 tons of fresh produce, increasing 100% year-to-date from 5,000 tons at the beginning of the year. **Fresh, chilled and frozen products have accounted for 50% of BHX's total revenue**.
- With a view to continuously increase customers' satisfaction on product selection, after fruits, saltwater fish, and confectionary, BHX further expanded new direct-import products such as pork ribs from Germany, dairy products from France,... **Recently, BHX has imported 80-100 containers of goods of all-kinds per month. Imported products contributed ~5% revenue of the chain**.
- BHX consistently maintained its rapid roll-out with 79 new locations secured in July, including two sites in Binh Thuan province, in preparation to expand the chain to Central provinces during the second half of the year.
- At the same time, aiming to **increase 20-30% revenue at potential stores**, BHX has taken these initiatives:
 - **Upgraded another 11 standard-stores**, those having revenue ranging from VND 1.7 - 2.5 billion/month with the possibility of area expansion, into big-size 300m² shops. BHX currently has nearly 40 stores that meeting these criteria for upgrading in the coming months.
 - **Converted another 2 big-stores, those having 300m² area and high sales value, into Double-shops** selling kitchenware and basic small appliances. For this model, the contribution of household appliances ranged from 8-10% of the store's total revenue.



TOP 100 ASIA - PACIFIC RETAILERS

- For the second time in a row, **MWG is the only company in Vietnam to be listed in Top 100 Asia – Pacific Retailers** according to the latest 2019 ranking by Euromonitor International market research group. The ranking is based on 2018 result analysis of regional retailers. At the same time, MWG is recognized in the **Top 7 companies that recorded the fastest growth rate in the whole region.**
- With total revenue of almost \$4 billion in 2018, MWG maintains its solid **#1 position of Vietnam retailers.** The company's revenue nearly tripled that of the runner-up and equals the combined revenue of all the remaining players in Top 5.



Source: Top 100 Asia Pacific Retailers Ranking - Euromonitor report in July 2019 based on sales of 2018