

# Mobile World Investment Corporation (MWG)

## YTD APRIL 2018 – MONTHLY UPDATE

### YTD PERFORMANCE SNAPSHOT (JANUARY TO APRIL 2018)

43%

**NET REVENUE growth**  
in YTD2018 compared  
to YTD2017

109%

**ONLINE REVENUE  
growth** in YTD 2018  
compared to YTD 2017

44%

**NPAT growth** in  
YTD2018 compared  
to YTD2017

34%

**NET REVENUE target**  
(VND 86,390 billion)  
**was achieved**

36%

**ONLINE REVENUE  
target** (VND 10,000  
billion) **was achieved**

40%

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

### KEY HIGHLIGHTS

- MWG recorded the Net Revenue of 29,699 VND bil, Online Revenue of 3,551 VND bil and NPAT of 1,044 VND bil in first 4 months of 2018.
- Dienmayxanh (including Tran Anh) contributed 55% of the net revenue, following by the contributions of Thegioididong with 42% and Bach Hoa Xanh with 3%.
- In terms of revenue breakdown by categories, approx. 53% of 29,699 billion VND was come from sales of mobile phones, tablets, laptops and accessories. Electronics, white goods and small appliances were accounted for 44% of the net sales. The remaining was constituted from revenue of fresh foods and FMCG products.
- In April 2018, Dienmayxanh added 8 stores into its existing network as a result of new expansion effort and conversion from thegioididong stores.
- As of 30 April 2018, Bach Hoa Xanh has 367 stores, covering 19/24 districts of Ho Chi Minh City. The recent change in location strategy which concentrates on 2<sup>nd</sup> tier streets instead of getting deep into the residential areas has proven positive signals. The newly-opened BHX stores in April recorded an estimate monthly sales of more than 1 billion VND/store.
- Profit margins of all chains has been maintained and improved in line with the annual targets of 2018.

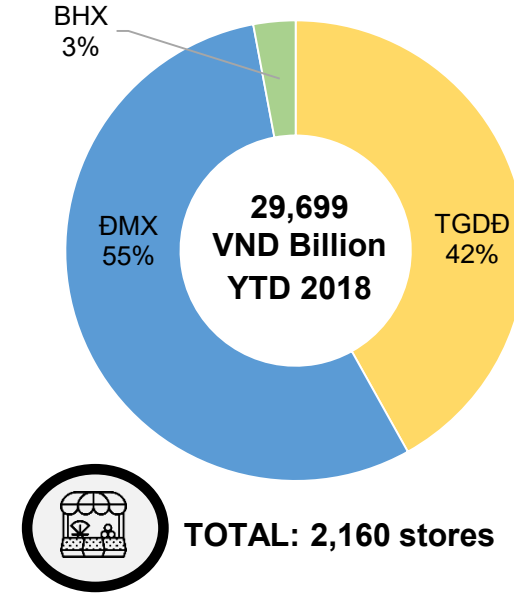
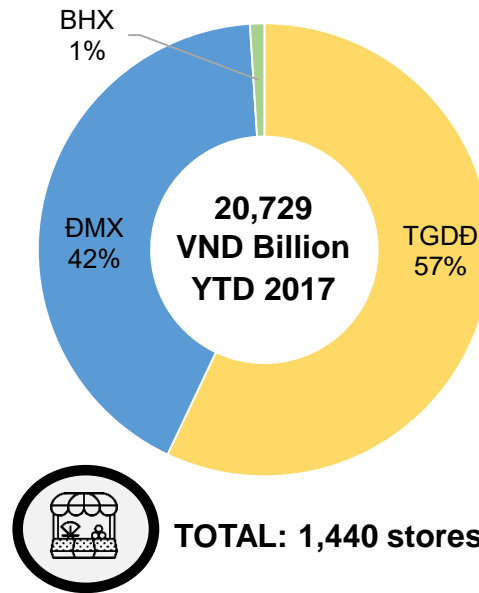
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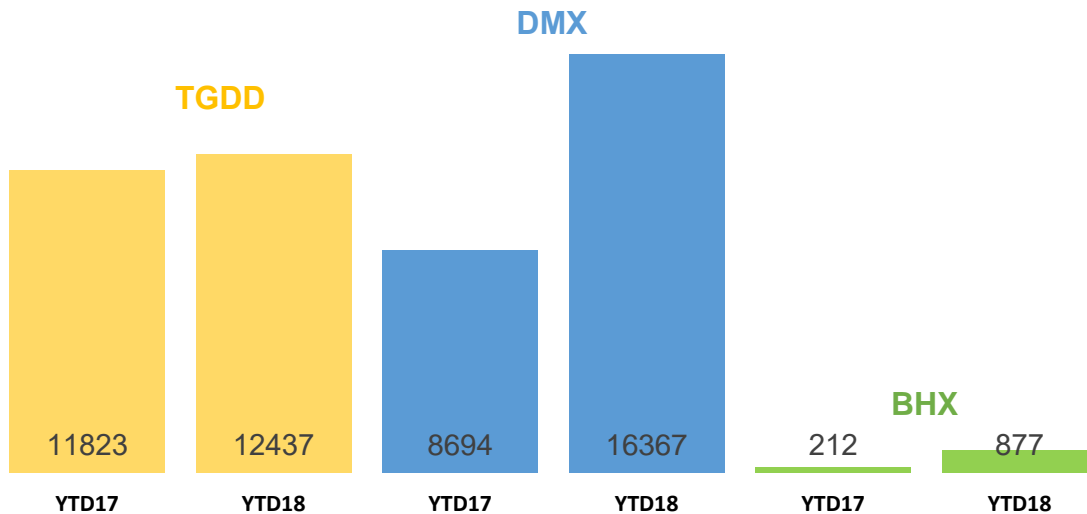
### YTD2018 REVENUE ANALYSIS



Revenue Breakdown by chains



Net revenue by chains YTD 2017 to YTD 2018 (VND billion)



Revenue growth rate by chains YTD2018 – YTD 2017



**TGDD: 5%**



**DMX: 77%**



**BHX: 314%**

*Note: For presentation purpose, DMX included Tran Anh's figures after MWG successfully acquired Tran Anh Digital World JSC in 1Q18*

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### FINANCIAL SUMMARY

#### Financial summary

VND billion	Stores	Actual			Target	
		YTD17	YTD18	Growth	2018	% completion
Revenue		20,729	29,699	43%	86,390	34%
<i>In which:</i>						
<i>TGDD</i>	1,065	11,823	12,437			
<i>DMX</i>	719	8,694	16,367			
<i>BHX</i>	367	212	877			
<i>BigPhone</i>	9		18			
Net profit		723	1,044	44%	2,603	40%
Online revenue		1,699	3,551	109%	10,000	36%

#### 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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