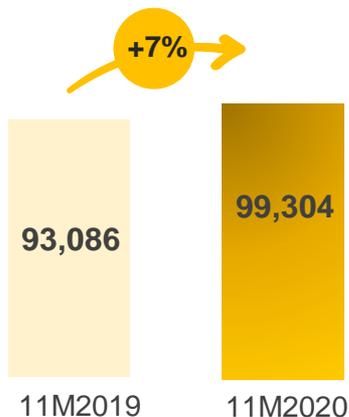




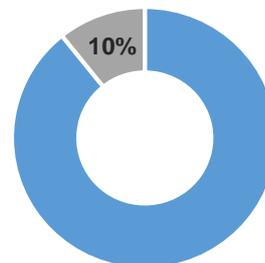
### NET REVENUE

(VND bn)

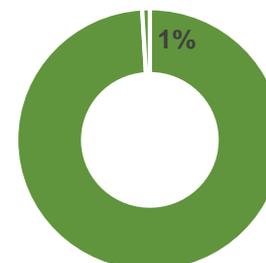


### CONTRIBUTION OF ONLINE SALES

Online revenue contribution in TGDD & DMX



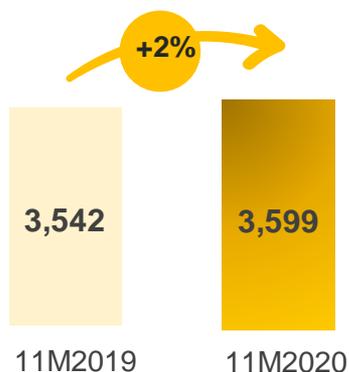
Online revenue contribution in BHX



Total YTD online revenue VND 8,553 billion  
= 9% revenue of MWG

### NET PROFIT AFTER TAX

(VND bn)



3,894 stores till the end of November 2020

NAME OF CHAIN	STORE COUNT	REVENUE BY CHAIN	% YOY REVENUE GROWTH YTD NOVEMBER 2020
TGDD	933	27.2%	-12%
DMX	1,274	53.5%	0.3%
BHX	1,687	19.3%	103%

\* Revenue breakdown by chain, excluding Bigphone's contribution



## YTD NOVEMBER 2020 PERFORMANCE REPORT

- **In cumulative 11M2020, MWG recorded the consolidated net revenue of VND99,304 billion (+ 7% YoY) and net profit after tax (NPAT) of VND3,599 billion (+ 2% YoY).** The Company continued to protect the net profit margin at 3.6%. With this result, **MWG fulfilled 90% of revenue and 104% of net profit target for FY2020.**
- Revenue in November reached over VND9,200 billion, improved by 5% MoM and increased by 10% YoY mainly thanks to positive contribution of Bach Hoa Xanh and Dienmayxanh. NPAT in November was at VND316 billion, up by more than 3% MoM and 12% YoY.
- By category, for cumulative 11-month:
  - Small appliances and white goods continued to record positive YoY sales growth.
  - Laptops brought more than VND3,300 billion, surging by over 40% YoY.
  - Watches (including both fashion- & smart-watches) generated more than VND1,400 billion (approximately 2.2 times of watches revenue in 11M2019) from selling over 1 million of timepieces.
  - Though still recorded negative YTD growth compared to 11M2019, revenue from selling phones of MWG rebounded 4% in November compared to the average monthly sales in the first 10 months of 2020 driven by: (i) successful launches of Iphone 12, Samsung Note 20 (of which, sales volume of Iphone 12 this year doubled that of Iphone 11 in 2019); (ii) the effective implementation of special promotional campaigns such as “11th November” and “Black Friday” helped daily phones sales during these events to record 1.5 times of that in normal days; (iii) aggressive expansion of DMX mini/super-mini.
  - Foods and FMCGs turnover increased by 103% YoY.
- As of November-end, DMX Supermini (DMS) had footfall in 37/63 cities & provinces of Vietnam with 169 stores in total (of which, 62 stores were opened in November). Since the establishment of DMS till the end of November, this chain generated more than VND450 billion, equivalent to the stable average sales per store of around VND1 billion/month. Thanks to aggressive expansion of DMS together with the fruitful results of “11th November” and “Black Friday” event, revenue of Dienmayxanh in November increased by 12% MoM and 2% YoY.
- As of 30<sup>th</sup> November 2020, the mobile devices and consumer electronics retail chain of MWG in overseas market (Bluetronics) has presented in 6/24 cities & provinces of Cambodia with total of 29 stores. Average sales per store reached about VND 1.2 billion/ month.

# Mobile World Investment Corporation (MWG)

## DMS HAS ATTRACTED CUSTOMERS WELL IN RURAL AREAS FROM THE NORTH TO THE SOUTH OF VIETNAM



# Mobile World Investment Corporation (MWG)

ALTHOUGH BEING LAUNCHED IN A SHORT PERIOD OF TIME, BLUETRONICS HAS GAINED CUSTOMERS' INTEREST IN CAMBODIA





## YTD NOVEMBER 2020 PERFORMANCE REPORT

- In November, BHX continued to achieve monthly revenue of more than VND 2,000 billion, equivalent to average monthly sales per store of above VND 1.2 billion. In cumulative 11M2020, BHX contributed 19% to the net sales of MWG.
- As of 30<sup>th</sup> November 2020, BHX had 1,687 point-of-sales (added 31 new stores in November), of which:
  - By location, 70% of its store-count locating in provincial market, compared to 55% at the same period last year.
  - By size, 25% of its store-count having area from 300sqm and above, compared to 18% at the November-end 2019.
  - By time of operation, 54% of its store-count fully operating at least 12 months (opened before 1<sup>st</sup> December 2019) with the average monthly sales per store of more than VND 1.4 billion.
- BHX overpassed its initial target of 100 large size stores (>500 sqm/store) by the end of 2020. Till the end of November, this format has presented in 18 cities and provinces in the Southern Vietnam with 121 stores in total (of which, 49 new stores were added in November and about 60% of these stores were opened after 20<sup>th</sup> November).
  - Average monthly sales per store of this group reached over VND 2.7 billion. When accelerating the store upgrade with higher density and to more cities/provinces, average monthly sales per store tends to be diluted. It will take some time for new upgraded stores, particularly those located in provincial market, to improve revenue gradually. In November, the store with highest sales located in HCMC reached approx. VND5.4 billion while the similar one located in provincial market recorded around VND5 billion.
  - The contribution of upgraded stores in BHX's total revenue has been increasing significantly from 11% in October to 16% in November.
  - The acceleration of upgrade/ new-opening for large-size stores will have short-term impact on profitability as these stores require fully preparation of resources before their openings but most of them do not operate full month, thus their operating expenses per revenue are higher in the opening month than when they operate stably. However, this is a worthy investment in order to capture the high consumption demand of customers in Tet Lunar New Year 2021.
- BHX online continued to maintain the encouraging results that total bills and revenue in November was 2,5 times of the average monthly bills and revenue in the first 10 months of 2020.
- Till the November-end, An Khang pharmacy chain had 55 stores in operation (of which, 40 stores were arranged next to the large-size BHX stores).

# Mobile World Investment Corporation (MWG)

## NEW EXPERIMENTS/ IMPROVEMENTS OF BHX & AN KHANG





## 2021 BUSINESS PLAN

- MWG's Board of Directors agreed on the Business Plan for FY2021 to get the AGM's approval as following:

No.	Items	2021 Target ( VND billion)
1	Net Revenue	125,000
2	Net Profit After Tax	4,750

- 2020 is really a tough year for the economy due to the global pandemic's serious impacts, in which the retail sector went through unprecedented turbulences. This leads to negative growth for many companies and some even cannot protect their profitability. In this context, **MWG is still confident to deliver positive YoY results for both revenue and NPAT in 2020**, although the growth rate cannot be as high as that in previous years. As such, **MWG is one of few corporates in Vietnam that can maintain continuous profit growth since our inception till now.**
- In 2021, MWG's Board of Management acknowledges that the business environment is still uncertain as Covid situations have not been done with. However, **MWG will strive for double-digit growth for both top- and bottom-line, despite the fact that we do not have the low-base performance in 2020 as other retailers.**
- TGDD/DMX will accelerate the nationwide expansion of DMS, aiming at 1,000 stores in total by YE2021. Mobile devices and consumer electronics retail business will remain the "Cash Cow" for MWG and is expected to contribute ~75% of the Company's total revenue.
- Food and grocery retail business will continue its rapid growth and help BHX to contribute ~25% of MWG's topline in 2021. The most critical targets for BHX chain next year are:
  - increase its coverage in existing markets to reach estimated store-count of 2,500 by YE2021;
  - focus on upgrading/opening large-size stores in urban areas of Southern Vietnam;
  - enhance the effectiveness of local fresh produce procurement to better serve the customers in rural areas;
  - diversify the supply sources to offer customers various "value-for- money" choices and improve gross profit margin.
- The Company will also focus on developing online channels to serve all customer segments including those prefer the outstanding after-sales services and the price-sensitive group; invest in expanding the Bluetronics chain in Cambodia, 4KFarm model and An Khang pharmacy chain.