

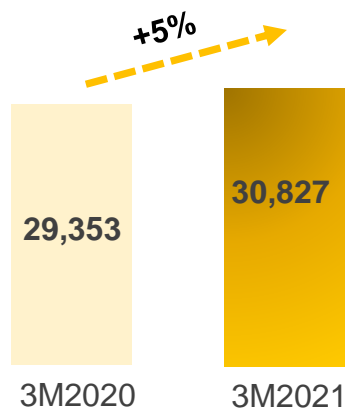
# Mobile World Investment Corporation (MWG)

## YTD MARCH 2021 PERFORMANCE REPORT



### NET REVENUE

(VND bn)

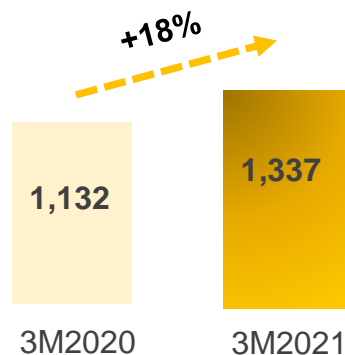


25%

2021 Net revenue target of VND125,000 billion was completed

### NET PROFIT AFTER TAX

(VND bn)



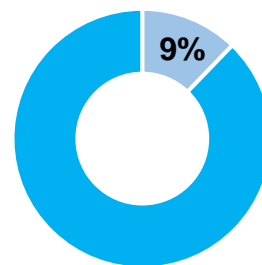
28%

2021 NPAT target of VND4,750 billion was completed

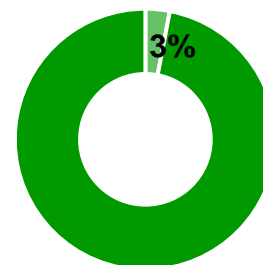


### CONTRIBUTION OF ONLINE SALES

Online revenue contribution in TGDD & DMX



Online revenue contribution in BHX



Total YTD online revenue = VND 2,495 billion, +24% YoY



4,229 stores till the end of March 2021

CHAIN	STORE COUNT	REVENUE BREAKDOWN BY CHAIN	% YOY REVENUE GROWTH YTD MARCH 2021
TGDD	909	26.8%	-1%
DMX	1,553	53.9%	0%
BHX	1,767	19.3%	+32%

(\* ) Revenue breakdown by chain and store-count did not include contribution of Bluetronics



## YTD MARCH 2021 PERFORMANCE REPORT

- In cumulative 3M2021, MWG recorded **the consolidated net revenue of VND 30,827 billion (+ 5% YoY) and net profit after tax (NPAT) of VND 1,337 billion (+ 18% YoY)**. With this result, MWG fulfilled 25% of revenue and 28% of net profit target for FY2021.
- In March, revenue reached more than VND 9,100 billion and NPAT was VND 338 billion, increasing by 3% YoY and 18% YoY respectively.
- As in usual business cycle, March is the month generating the lowest sales in a year (only taking into account of months with at least 30 days in operation) attributed to its previous month of Tet Holiday peak season. Revenue tends to recover in 2<sup>nd</sup> quarter driven by the hot weather (the peak sales season of white goods) and the return of demand for FMCGs after Tet Holiday (food & consumer goods).
- **Net profit margin in Q1 2021 arrived at 4.3% - adding 0.4% compared to 3.9% in Q1 2020 mainly thanks to expansion of gross profit margin from 21% in Q1 2020 to 23% in Q1 2021**. Gross profit margin of most main categories improved YoY, especially BHX. Gross profit margin of BHX after wastage and spoilage recorded at 25% in Q1 2021 and is expected to increase since April 2021 when new trading terms are applied given to higher economies of scale.
- In the first 3 months of 2021, online revenue contributed VND 2,495 billion, jumping by 24% YoY. Of which, online revenue from thegioididong.com and dienmayxanh.com accounted for 9% of the aggregate revenue from TGDD & DMX; meanwhile online revenue from bachhoaxanh.com made up 3% of revenue from BHX.
- Regarding TGDD & DMX, in cumulative 3M2021:
  - Categories recorded positive sales growth included phones, small appliances, laptops and watches.
  - White goods achieved the similar turnover compared to that level in same period last year
  - Sales value of electronics category continued to decrease due to weak demand.
- By the end of March, DMX Supermini (DMS) had 410 stores (of which, 22 new stores were added in March). In cumulative 3M2021, DMS contributed approximately VND 1,300 billion, equivalent to 8% revenue of DMX.
- Bluetronics had 52 stores in Cambodia by the end of the month. Due to the current complicated pandemic situation in this country, the opening of new stores was temporarily delayed.

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- With brick-and-mortar stores network and the online channel, BHX recorded 3-month cumulative turnover of approximately VND 6,000 billion, surging by 32% YoY.
- As of 31st March 2021, BHX had 1,767 stores (added 11 new stores in this month) across 25 cities and provinces, of which:
  - By location, 70% of its store-count locating in provincial market, compared to 61% at the same period last year.
  - By size, 36% of its store-count having area from 300sqm and above, compared to 18% at the March-end 2020.
  - By time of operation, more than 60% of its store-count fully operating in at least 12 months (opened before 1st April 2021).
- Revenue of BHX in March 2021 only improved slightly YoY because revenue of BHX in March 2020 was beneficial from the food stockpiling demand as affected by the social distancing requirement to prevent Covid. Average sales per store in March was above VND 1.1 billion. As attracted by promotion campaigns, consumers tend to buy more FMCCs with cheaper price in Tet months, thus the month right after Tet Holiday is often the off-season month of BHX. Revenue of this chain has been increased in April 2021.
- In addition to new stores opened in the month, BHX upgraded 13 existing stores to 500sqm-size format, raising total number stores of this format to 255 stores in 19 cities and provinces of Southern Vietnam.
- BHX online channel continued to robust in both number of bills and revenue contribution. In cumulative 3M2021, the number of transactions was 4.5 times and the sales value was 3.5 times compared to that level in the same period last year. In particular, number of bills recorded on bachhoaxanh.com was nearly equaled to the total number of successful transactions on thegioididong.com and dienmayxanh.com websites in Q1 2021.
- Till the end of March, An Khang pharmacy chain had 75 stores in operation (of which, 60 stores were arranged next to the large-size BHX stores).