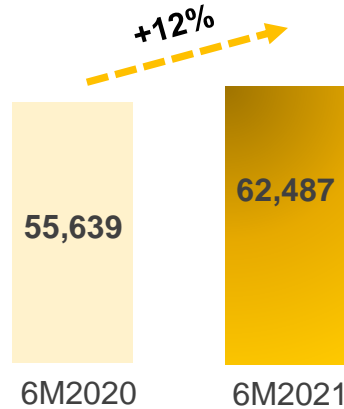




## YTD JUNE 2021 PERFORMANCE REPORT

### NET REVENUE

(VND bn)

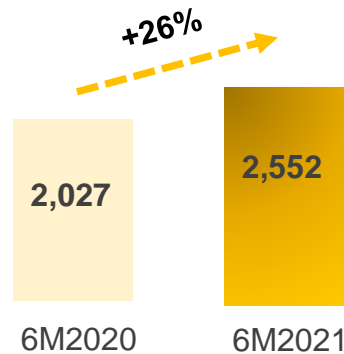


50%

2021 Net revenue target of VND125,000 billion was completed

### NET PROFIT AFTER TAX

(VND bn)



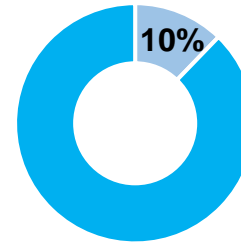
54%

2021 NPAT target of VND4,750 billion was completed

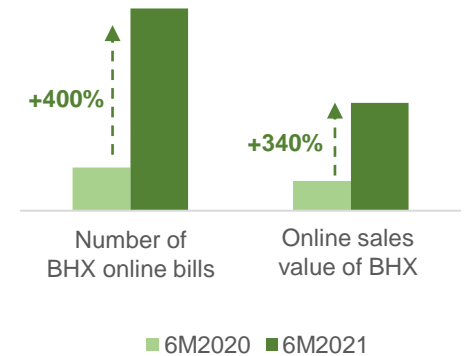


### CONTRIBUTION OF ONLINE SALES

Online revenue contribution in TGDD & DMX 6M2021



Online transactions contributed 3% in BHX's total sales



4,610 stores till the end of June 2021

CHAIN	STORE COUNT	REVENUE BREAKDOWN BY CHAINS	% YOY REVENUE GROWTH YTD 2021
TGDD	936	25.0%	+7%
DMX	1,731	53.3%	+5%
BHX	1,888	21.4%	+42%
Bluetronics	55	0.3%	+281%



## YTD JUNE 2021 PERFORMANCE REPORT

- In 1H2021, MWG recorded **the consolidated net revenue of VND62,487 billion (+12% YoY) and net profit after tax (NPAT) of VND2,552 billion (+26% YoY). With this result, MWG fulfilled 50% of revenue and 54% of net profit target for FY2021.**
  - In June 2021, net revenue reached more than VND10,650 billion, and NPAT was VND380 billion, jumped by 31% YoY and 25% YoY respectively mainly attributed to the contribution of more than 1,000 new stores compared to total store-count at the June-end 2020.
- In 1H2021, online revenue contributed almost VND5,300 billion for MWG, improved by 6% YoY. Online revenue in June increased by 30% MoM and surged by 67% compared to the average level in the first 4 months of this year due to the higher demand for online shopping during the pandemic.
- The aggregate revenue of TGDD and DMX in June overpassed VND7,880 billion, up by 21% YoY. This was a huge effort of these two chains given the fact that about 1,000 TGDD/DMX stores had to temporarily close or restrict the number of customers in stores to prevent the pandemic. Online sales jumped by 30% MoM and contributed 15% to total sales of TGDD/DMX in June.
- Regarding TGDD & DMX, in cumulative 6M2021:
  - In addition to phones which increased sales by 16% YoY; other categories such as laptops, white goods and small appliances maintained single-digit revenue growth compared to the same period last year.
  - Electronics (Televisions) revenue still negatively grew but at a lower rate, slid by only 3% YoY.
- By June-end, DMX Supermini (DMS) had 566 stores (added 29 new stores in June). In cumulative 1H2021, DMS contributed nearly VND3,000 billion, equivalent to 9% revenue of DMX.
- **When the wave of Covid-19 infections is more complicated and spreads to many regions, the stricter social distancing measures under Directive 16 is applied for all 19 cities/provinces in the South and Hanoi. This fact would affect the business results of MWG** in coming time as almost 2,000 TGDD/DMX have been temporarily closed or restricted the number of customers in stores at the July-end while these two store chains are the main pillar generating profits for the Company.
- **Since the first social distancing period in April 2020, MWG proactively built contingency plan in response to different levels of the pandemic.** In this tough time, the Company quickly activated cost control measures to secure the operating cash flow, including (i) re-negotiating with landlords for rental reduction, (ii) adjusting the staff compensation scheme according to the principle of “the higher income, the more reduction”; (iii) mobilizing staffs among chains per demand to optimize labor productivity and serve customers more effectively. MWG also prepares strategies to push sales and execute rapidly right after this Covid wave ends.



## YTD JUNE 2021 PERFORMANCE REPORT

- BHX recorded cumulative sales of above VND13,360 billion in 1H2021, surged 42% YoY.
- In June 2021, revenue of BHX surpassed the milestone of VND2,700 billion, improved by 7% MoM, and bounced by 69% YoY. Average sales per store in June were above VND1.4 billion. With this result, BHX continued to improve its EBITDA but still incurred losses at the company-wide level.
- In 1H2021, BHX online recorded the number of transactions was approx. 5 times, and the sales value was approx. 4.4 times compared to that level in the same period last year. After one year since the Company invested resources to build this channel, BHX online has served 8,000-10,000 orders per day in 23 cities and provinces. According to Iprice, BHX online channel is ranked 10th and is the only website dedicated to sell foods and necessities listed in the Vietnam's top 50 e-commerce players.
- As of 30th June 2021, BHX had 1,888 stores (added 37 new stores in June) across 25 cities and provinces, of which:
  - By location, 70% of its store-count locating in provinces, compared to 67% at the same period last year.
  - By size, more than 45% of its store-count having area from 300sqm and above, compared to 17% at the June-end 2020. By the end of June 2021, BHX had 435 stores from 500sqm-size and above.
  - By the time of operation, almost 80% of its store count fully operating in at least 12 months (opened before July 1<sup>st</sup>,2020).
- **In July, serving 800,000 to 1 million customers on average per day has been both a great opportunity and a big challenge for the operation of BHX.** When consumer demand, supply, and way of supplying goods change suddenly and simultaneously while the human resources are limited and cannot meet the workload, the priority is handling and putting goods on the shelves as quickly as possible. Therefore, mistakes in serving customers are inevitable and BHX is trying to review process as well as identify suitable solutions.
- To be grateful for the sympathy and support of customers, BHX is focusing on making efforts to seek sufficient supply with reasonable prices to meet the higher consumption volume. BHX has reinforced measures to control risks relating to the pandemic and adjust inaccuracy in daily operation to improve service quality.
- In the employee perspective, the Management respects the sharing and mutual support of 70,000 employees, especially the generous spirit of front line staffs (who are working at stores, online channels, delivery and logistics team) given the high risk of working conditions. When the business results of MWG are affected considerably, the best effort the Company can make is to protect jobs for all employees. All personnel from the director level and above were voluntary for unpaid work to minimize the impact on low-income employees, the downward income policy is implemented in line with the principle “the higher income, the more reduction” but not applicable for the front line staffs (those whose incomes are based on revenue and customer serving scores).