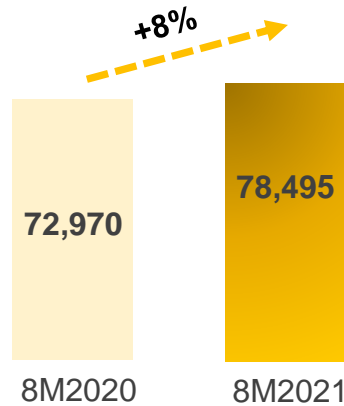




NET REVENUE

(VND bn)

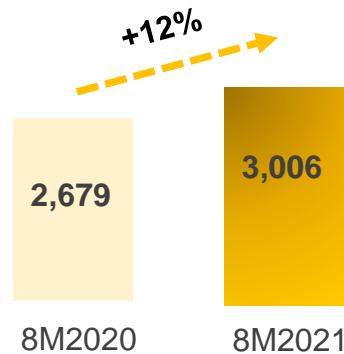


63%

2021 Net revenue target of VND125,000 billion was completed

NET PROFIT AFTER TAX

(VND bn)



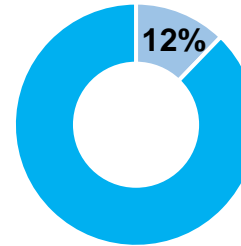
63%

2021 NPAT target of VND4,750 billion was completed

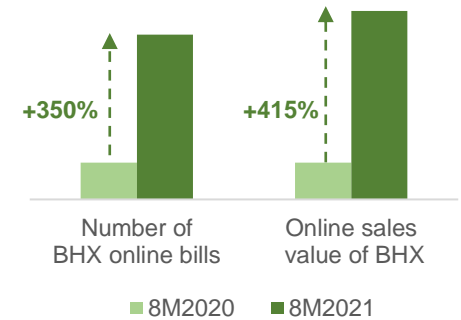


CONTRIBUTION OF ONLINE SALES

Online revenue contribution in TGDD & DMX 8M2021



Online transactions contributed 3% in BHX's total sales



4,700 stores till the end of August 2021

CHAIN	STORE COUNT	REVENUE BREAKDOWN BY CHAINS	% YOY REVENUE GROWTH YTD 2021
TGDD	949	23.3%	- 6%
DMX	1,768	50.1%	- 2%
BHX	1,928	26.3%	+ 56%
Bluetronics	55	0.4%	+ 286%



YTD AUGUST 2021 PERFORMANCE REPORT

- Cumulative 8M2021, MWG recorded **consolidated net revenue of VND78,495 billion (+8% YoY) and net profit after tax (NPAT) of VND3,006 billion (+12% YoY)**. Online revenue contributed more than VND7,540 billion, increasing 17% YoY. **With this result, MWG fulfilled 63% of revenue and 63% of net profit target of FY2021.**
- Due to the impact of stricter social distancing, with “stay where you are” mandate in many provinces and cities, MWG experienced an unprecedented challenge when (i) 70% of TGDD/DMX’s total store-count were under temporary closure or restricted operation for the whole month and (ii) 50% of BHX store-count in Ho Chi Minh City and some southern provinces could not serve customers in-store from Aug 23 onwards.
- Nonetheless, the Company still maintained sales of over VND6,500 billion and net profit of VND222 billion in August. MWG seized every sales opportunity in the "new environment", quickly applied technology to continue serving customers, and cut down on many costs to protect cash flow. This achievement also recognizes the significant contribution from BHX. MWG’s business pillars have now proven their abilities to support each other and weather the storm.
- The YTD aggregate sales of TGDD and DMX surpassed VND57,500 billion, down slightly by 4% compared to the same period in 2020. Up until now, August was the lowest month when nearly 2,000 stores had to be temporarily closed or operated at limited capacity. These stores account for 70% of total business locations, but more than 80% of revenue in normal conditions. Yet, TGDD/DMX managed to bring in nearly VND3,500 billion of revenue - equivalent to 40% of average monthly sales before the pandemic. This result came from the strategy of pushing sales in less-affected areas, at DMX Supermini (DMS), and implementing special online promotion "buy now, receive later".
 - YTD online sales reached almost VND7,000 billion (+10% YoY). In just August, online sales surpassed VND1,000 billion, up 26% YoY, and accounted for 30% total revenue of TGDD/DMX.
 - With 592 stores by this month-end, the contribution of DMS to total DMX sales was 10% for cumulative 8 months, and over 15% in August alone.
- With the easing of social distancing in many provinces and cities from second half of September, mobile phone and consumer electronics retail businesses are expected to recover. MWG will launch multiple initiatives for this comeback in order to boost sales for the last months of the year.



YTD AUGUST 2021 PERFORMANCE REPORT

- **BHX recorded total sales of more than VND20,600 billion in 8M2021, up 56% YoY.** With 1,928 stores at the end of August, BHX sales in this month reached over VND3,000 billion, increasing 52% YoY. Average revenue per store recorded above VND1.5 billion.
- Essential distribution and retail chains, including BHX, were not allowed to serve customers in-store starting from August 23 onwards in cities and provinces with “stay where you are” mandate. During this time, foods and essential goods were delivered from shops to customers by the local government, military personnel, and inner-district shippers.
- With its inherent flexible and adaptive DNA, the Company quickly arranged resources to meet the required criteria for maintaining store operation, while leveraging technology to continue serving customers. BHX set up nearly 2,000 Zalo community groups for more than 1 million customers within a 2-3 km radius of each store. Within just 48 hours, the Company completely converted over 1,000 stores in restricted areas into online point of sales. Through an online order page embedded in each Zalo group, customers can view real-time inventory at a specific store and shop accordingly. This solution minimizes order cancellation rate, wastage ratio, and increases service efficiency.
- As a result, BHX was still able to meet 1/3 of customers’ demand in restricted areas with zero in-store service. These solutions would not be promptly implemented without an existing strong technology platform. The company has proven its capabilities as an omni-channel retailer, with competitive edge in both online and offline stores.
- Online grocery via bachhoaxanh.com website in cumulative 8M2021 recorded 4.5 times the number of orders and 5.2 times revenue compared to the same period last year. For the first time, BHX entered the Top 10 e-commerce websites in Vietnam according to iPrice, being the only consumer goods retail chain in this list.
- BHX continued to deliver superior procurement execution during difficult situations, supplying more than 25 thousand tons of fresh produce in August, almost doubled the average level in the first 6 months.
- Despite MWG’s effort to urgently increase serving capability, the Company could not fully meet the huge demand of consumers as in normal time due to limits in staff count and working hours complying with Government’s requirements. BHX will continue to refine its operations to serve customers even better in the “new normal” era.