

# MOBILE WORLD INVESTMENT CORPORATION

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**INVESTOR MEETING –  
BUSINESS RESULTS 2021  
& PERFORMANCE  
UPDATE OF JANUARY 2022**



[www.mwg.vn](http://www.mwg.vn)

 CÔNG TY TNHH CÔNG NGHỆ THÔNG TIN  
THẾ GIỚI DI ĐỘNG  
TRỤ SỞ: 12 NGUYỄN VĂN AN, QUẬN CẦU GIẤY, HÀ NỘI



## AGENDA

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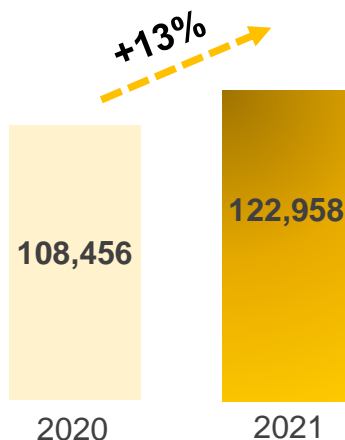
- I. REVIEW COMPANY'S BUSINESS RESULTS OF FY2021
- II. FINANCIAL STATUS
- III. BUSINESS PLAN 2022
- IV. PRELIMINARY PERFORMANCE IN JANUARY 2022



## I. REVIEW COMPANY'S BUSINESS RESULTS 2021

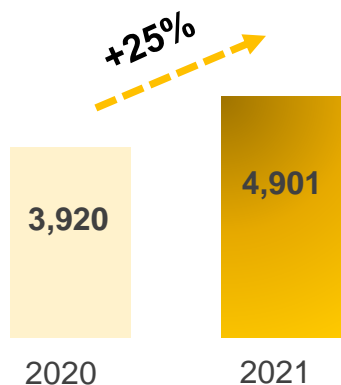
### NET REVENUE

(VND bn)



### NET PROFIT AFTER TAX

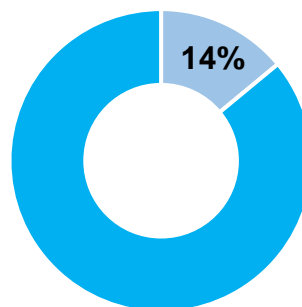
(VND bn)



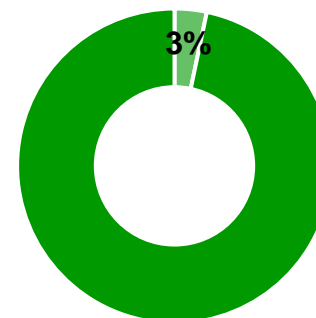
### CONTRIBUTION OF ONLINE SALES



Online penetration in TGDD & DMX



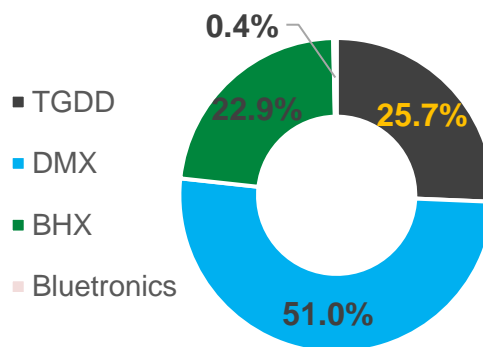
Online penetration in BHX



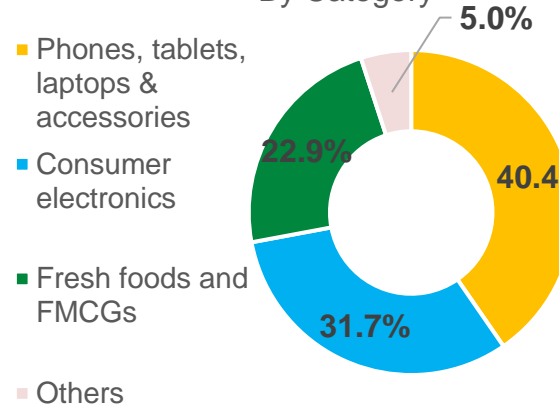
Online revenue in 2021 was **VND14,370 billion**, accounted for **12%** revenue of **MWG** & increased by **53%** YoY

### REVENUE BREAKDOWN

By Chain



By Category



**5,306** stores as of 31 Dec 2021 (+1,140 stores compared to the end of 2020)



## II. FINANCIAL STATUS

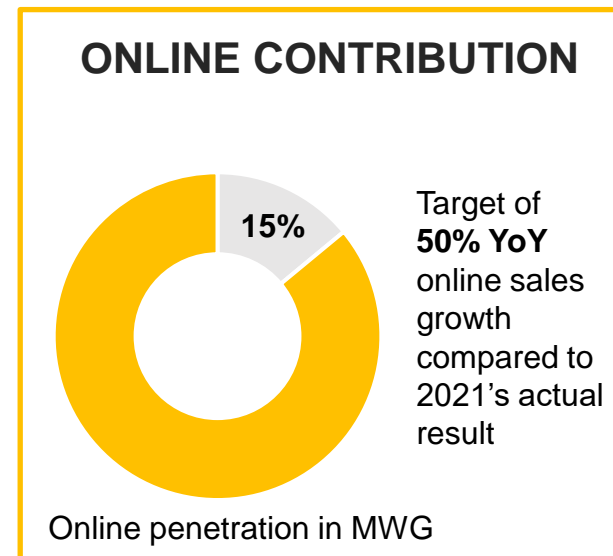
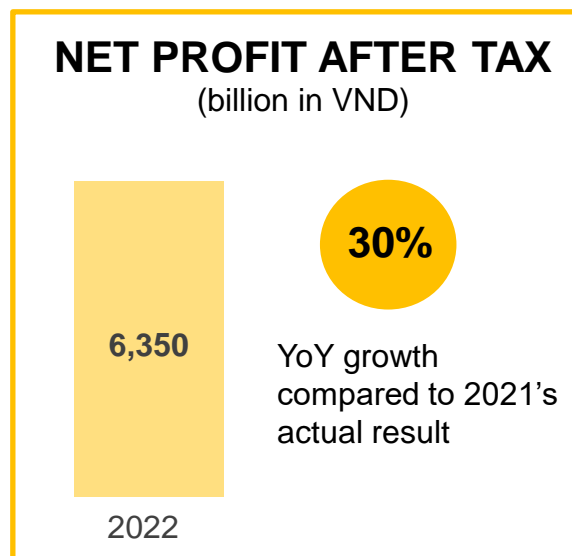
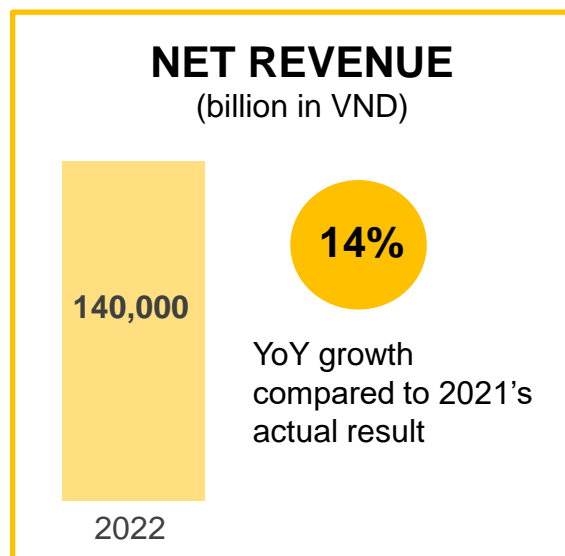
Due to supply shortage of ICT and consumer electronics products, MWG pro-actively increased inventories to avoid lost sales in the peak season (Lunar New Year). The company also monitored closely the cashflow to ensure healthy financial status and liquidity.

VND Billion	31/12/2021	31/12/2020	Change
Inventories	29,180	19,422	+50%
Short-term loans	21,879	15,625	+40%
Short-term liabilities	39,836	29,423	+35%
Cash, cash equivalents and short-term financial investment <i>(deposits and bonds with maturity terms from 3 months to less than 1 year)</i>	18,379	15,405	+19%

Ratios	31/12/2021	31/12/2020
Current ratio	1.3	1.3
Net debt/Equity	1.2	1.1



## III. BUSINESS PLAN 2022



- TGDD and DMX will remain the Cash Cow business and is expected to contribute 75%-80% for MWG's net revenue by: (i) opening new CE Flagship Centers, DMX Supermini, Topzone and expanding the network of freelancers; (ii) upgrading stores to bigger size/ convert from TGDD to DMX for stores reaching sales target and operating in highly potential areas; (iii) adding new products/services to optimizing sales for existing stores, (iv) accelerating Bluetronics' sales to bring the chain to break-even point and penetrating CE business in Indonesia.
- BHX will cease new store opening and put effort on fine-tuning the backend foundation to be ready for aggressive expansion from 2023 onwards. In 2022, the chain will focus on boosting the foot traffic and pushing store sales by turning fresh foods as a destination for BHX. BHX will improve the product quality, freshness and implement many promotions to offer customers good deals with competitive prices. BHX is expected to generate 20%-25% sales of MWG.
- After An Khang's performance is officially consolidated to MWG's business results, this chain will be invested significantly in terms of both money and dedicated leadership to (i) improve the critical things at the existing stores to enhance customers experience and (ii) build new/upgraded store format for scaling up after proving its business efficiency.
- The retail chains will optimize procurement competence, aim towards pushing sales volume to generate more revenue and absolute profits value. MWG will continue to invest in piloting new initiatives/ new "seed" businesses to prepare growth pillars for the future.



## III. PRELIMINARY PERFORMANCE IN JANUARY 2022

- MWG set a new record in January 2022 with over VND16,000 billion of net revenue and VND2,300 of online sales. The peak selling season happened entirely in January. MWG only operates stores in 3 weeks of February (the first week was off for Lunar New Year). Hence, the Company will announce the YTD February business update tentatively on March 25<sup>th</sup> to reflect the meaningful YoY growth.
- In this month, TGDD & DMX generated the highest sales ever of VND13,500 billion, thanks to (i) ensuring sufficient inventories to avoid lost sales amid the supply shortage of ICT and CE products; (ii) implementing attractive promotions to push sales, and (iii) properly preparing human resources for delivery and installation to meet customers' high demand in peak season.
- Topzone opened 8 AAR stores and 1 APR store in January 2022, uplifting total store count to 19 and presenting in 14 cities & provinces. Therefore, after only 4 months launching into the market, Topzone has become the top authorized agent of Apple in Vietnam with the largest store network, store coverage and market share. After the effect of launching new products ended and Topzone penetrates in provincial markets, the monthly sales per store reaches the stable level of 8-10 billion.
- On January 10<sup>th</sup>, 2022, MWG piloted 12 independent stores for retailing: Mom&Baby products (AVAKids); sportswear (AVASport); fashion (AVAFashion); simultaneously, executed shop-in-shop model to sell jewelry (AVAJi) inside TGDD and bicycles (AVACycle) inside DMX. Due to the effect of Tet season, AVA chains resulted in an encouraging performance and contributed over VND50 billion of sales to MWG in January.
- With more than 2,100 stores and online channel, BHX recorded the turnover of approx. VND2,400 billion in January thanks to the high shopping demand for FMCGs. BHX's monthly sales is expected lowest in February due to weak demand for FMCGs right after Tet and the Company pushing clearance sale.

Please refer to the full audio  
of the Meeting  
[CLICK HERE](#)

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(if any) via

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Thank you!

