



PRESS RELEASE

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The Gioi Di Dong and Erafone Announce A Joint Venture Partnership

Working Hand In Hand to Expand The Footprint in Indonesia, Bringing Top Notch Consumer Electronics Shopping Experience

Ho Chi Minh City, March 15, 2022 – The Gioi Di Dong Joint Stock Company (“The Gioi Di Dong”), a subsidiary of Mobile World Investment Corporation officially enters into a joint venture partnership with PT Erafone Artha Retailindo (“Erafone”), a subsidiary of Erajaya Group in Indonesia, through the signing of a Joint Venture Agreement to form a joint venture company PT Era Blue Elektronik (“Era Blue”)

The first Era Blue store, slated to open in mid 2022 in Jakarta, promises to revolutionize the consumer electronics retail industry and offers unrivalled product offering and elevated consumer experience. Era Blue stores will carry the latest and best products from well-known consumer electronics brands in a welcoming, modern environment. The consumer experience is further elevated by combining the best of digital innovation with cutting edge retail execution and visual merchandising standards, to provide a memorable and seamless shopping experience.

Budiarto Halim, President Director of Erafone, said, “We are honored to enter a joint venture with The Gioi Di Dong, a renowned and leading player in the consumer electronics industry in Vietnam. Their innovation and expansion strategy fit well with our vision to be the leader in this sector. This partnership also is a natural extension of our strong network of retail brands in the gadget space. I believe we could complement each other in realizing the vision to be the leading retail brand in the consumer electronics sector.”

Nguyen Duc Tai, Chairman of the Board of The Gioi Di Dong, said, “Erafone is the most reputable and reliable partner in Indonesia operating the distribution and retail business of mobile phones that we had the opportunity to meet many years ago. We believe that the sincere cooperation between Erafone and The Gioi Di Dong will empower the Era Blue Joint Venture soon to become the No.1 and most trusted consumer electronics retailer in Indonesia. This strategic partnership will bring multiple values to both Erafone and The Gioi Di Dong”.

Doan Van Hieu Em, CEO of The Gioi Di Dong, said “The Gioi Di Dong commits to accompany with and provide full support for Era Blue to develop and realize its vision of becoming the leading consumer electronics retailer in Indonesia”.

About The Gioi Di Dong Joint Stock Company (“The Gioi Di Dong”):

The Gioi Di Dong - a subsidiary of Mobile World Investment Corporation - operates a retail network of over 3,000 stores, including:

- Thegioididong.com – the No.1 retail chain in Vietnam focusing on mobile phones, laptops, accessories, wearables, and related value added services. Thegioididong.com has around 1,000 stores and more than 50% mobile phones market share nationwide.
- Dien May Xanh - the No.1 retail chain in Vietnam focusing on consumer electronics and home appliances. Dien May Xanh has over 2,000 stores and more than 40% consumer electronics market share nationwide.



- Bluetronics – the international brand of Dien May Xanh and the biggest retail chain focusing on mobile phones and consumer electronics with 50 stores in Cambodia.

With the commitment of customer-centricity in all thoughts and actions, The Gioi Di Dong makes relentless effort to serve customers wholeheartedly with outstanding products and services.

About PT Erafone Artha Retailindo (“EAR”):

EAR - a subsidiary of Erajaya Group - is the leading company that operates a network of around 1,200 retail stores across Indonesia, focusing on telecommunications devices, tablet, laptop and their ecosystem. Erafone aims to be a leading, smart unified channel with the largest network of stores, committed to providing the latest mobile products and solutions that elevates the lifestyle and quality of Indonesian consumers.

About Erajaya Group “Erajaya”:

Established in 1996, Erajaya focuses on the business of importation, distribution and retail operations of cellular telecommunications devices such as mobile phone and tablets, subscriber identity module card (SIM Card), operator recharge vouchers, mobile accessories, and Internet of Things products such as drone, action camera, wearable devices, and its ecosystem. In 2011, Erajaya became a publicly listed company at the Jakarta Stock Exchange, which paved the way for the company to become one of the biggest and most trusted company in the industry in Indonesia. Last year, Erajaya Group celebrated its 25th anniversary.

About Mobile World Investment Corporation (“MWG”):

Established in 2004, Mobile World Group is No.1 multi-category retailer in Vietnam and the only Vietnamese representative in Top 100 Asia-Pacific Retailers with more than 5,300 stores. MWG focuses on retail operation of mobile phones, laptops, accessories, wearables, consumer electronics, home appliances, value added services, grocery, and pharmacy. MWG also operates the subsidiaries of installation - repair - maintenance services, logistics services and distribution of safe agricultural products. In 2014, MWG became a publicly listed company at the Ho Chi Minh Stock Exchange. In 2021, MWG was named in the Top 10 largest enterprises in Vietnam with the revenue exceeding US\$5billion.

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