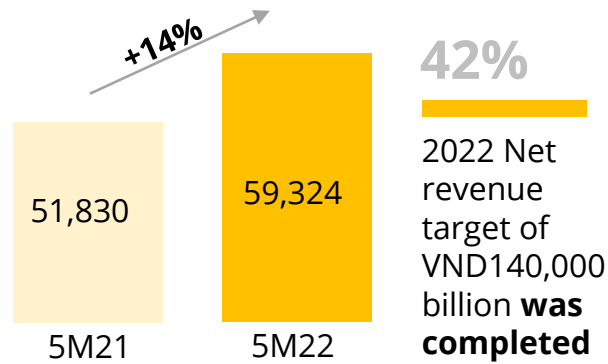




# MOBILE WORLD INVESTMENT CORPORATION – OVERVIEW OF YTD MAY 2022 PERFORMANCE

## Net revenue (VND billion)



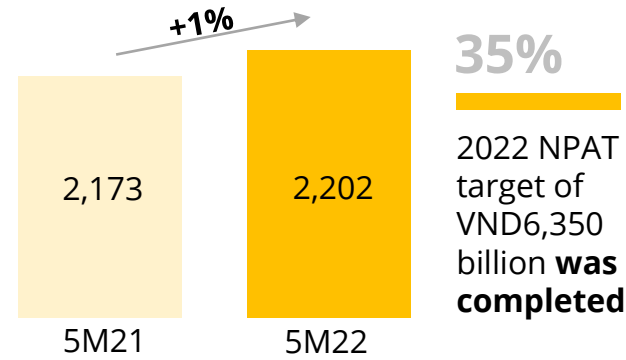
### Revenue breakdown:

- TGDD and DMX: VND48.1 trillion, contributed 81.1%
- BHX: VND10.5 trillion, made up 17.7%
- Remaining chains accounted for 1.2%

### Key revenue drivers:

- Positive same-store-sales-growth of TGDD and DMX stores.
- Newly opened stores in 5M2022: 111 DMX Supermini (DMS), 36 Topzone stores and 101 An Khang pharmacies.
- Online revenue surged 122% YoY. In which, TGDD/DMX and BHX increased 129% and 18% YoY, respectively.

## Net profit after tax (VND billion)



May-22 net profit has continued to improve vs previous months (the 2nd highest NPAT YTD), but was lower than the abnormally high base of May-21 (prior to the lockdown period in Ha Noi and 19 Southern provinces)

5-month net profit margin was 3.7%, lower than the level in 5M2021. The slower growth of NPAT vs revenue has been mainly driven by:

- Higher supplier costs and increasing operating expenses impacted by rising inflation.
- MWG intentionally offers competitive pricing to attract customers.
- One-off costs: new layout changes, shutting down ineffective stores, and inventory clearance to maintain healthy inventory level.

## Other information



### DIEN MAY XANH

906 DMS stores, accumulated sales value was 1.8x YoY.



### TOP ZONE

46 Topzone stores, brought in VND840 billion



### BACH HOA XANH

~50% stores changed with new layout. Average monthly sales per new-layout store reached approx. VND1.1 billion



### AN KHANG

301 An Khang pharmacies, accumulated sales value was 3.6 times vs that in 5M2021



### AVA KIDS

38 AVAKids stores, contributed revenue of VND100b in 5M22. The chain has marked the milestone of 50 stores by June 1, 2022



# BACH HOA XANH – COMPREHENSIVE RESTRUCTURING IN 2022



**Massive store-layout changing**  
**2,000-3,000 SKUs**

1

## April - 2022

Revamped 460 stores:

- Standardized store size and product display.
- Focused on 2,000-3,000 SKUs which shown high demand and purchase frequency.
- Implemented new product policy to ensure top of mind awareness on fresh food shopping for BHX.



**Growth vs average of the first 3 months**

**+30% Traffics**  
**+50% Fresh Food Sales Volume**

2

## May – 2022

- Revamped layout for ~50% of 2,104 stores.
- Compared to the average monthly figures in Q1-2022, average sales per store, traffics and fresh food sales volume increased by 14%, 30% and 50% respectively.



**100% New-layout stores**

3

## Q3 - 2022

- Operate 100% stores with new layout.
- Review performance and close ineffective stores.
- Finish inventory clearance related to re-sized stores and irrelevant SKUs.



**VND1.3bn Monthly Sales/Store**

4

## Q4 - 2022

- Digitalized and automated back-end system: forecasting, product ordering and allocating, customizing product assortment at store level, controlling and reducing shrinkage, optimizing operational processes, etc., as well as upgrading outstanding customer services.
- Aim to achieve average monthly sales per store of VND1.3bn, accelerate online sales performance and significantly improve operational efficiency.