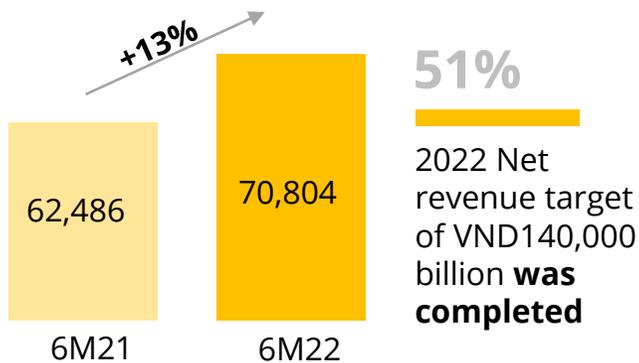


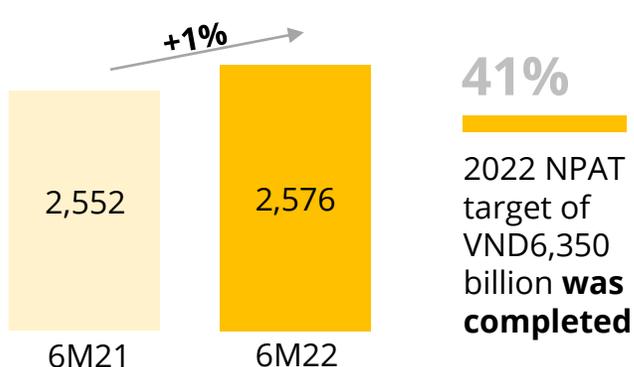


MOBILE WORLD INVESTMENT CORPORATION – OVERVIEW OF YTD JUNE 2022 PERFORMANCE

Net revenue (VND billion)



Net profit after tax (VND billion)



Revenue breakdown:

- TGDD (including Topzone) and DMX accounted for 80,5%. In which, TGDD (including Topzone) and DMX achieved sales of approximately VND19 trillion and VND38 trillion, respectively.
- BHX brought in VND12.8 trillion, accounting for 18,1%.
- The remaining revenues came from other businesses.

Key revenue growth drivers:

- The aggregated sales of TGDD and DMX increased 17% YoY.
 - TGDD/DMX outperformed the overall market and continued to gain more phone and CE market shares
 - Q2-22 revenue bounced 12% YoY, and only declined 11% compared to the all-time record high in Q4-21, while other industry players witnessed a drop in revenue by 30% – 40%.
- BHX's 1H2022 revenue slid 4% YoY, amid the Q2-21 performance is abnormally high due to Covid outbreaks.
 - Revenue in Q2-22 reduced 8% YoY but improved 12% QoQ.
 - The restructuring effort starting from April 2022 has shown positive signals: BHX achieved resilient revenue even though the chain closed 251 stores in May and June. As a result, the average monthly sales of VND1.3b/store is expected to hit in Q3-22, which is earlier than the year-end target.
- 1H online revenue surged 94% YoY. In which, TGDD/DMX and BHX jumped 100% and 13% YoY, respectively.

Other information



THE GIOI DI DONG (1.067 stores)

In which, 50 Topzone stores contributed over VND1,000 billion in 1H2022.



DIEN MAY XANH (2.131 stores)

In which, 926 DMS stores with accumulated sales value was 1.8x YoY



BACH HOA XANH (1.889 stores)

Almost 1,500 stores were revamped to enhance the customer shopping experience. Average monthly sales per new-layout store reached VND1.2 billion in June-22.



AN KHANG (365 stores)

Accumulated sales value was 3.3 times compared to that in 1H21



AVA KIDS & AVA SPORT

53 AVAKids stores and 10 AVASport stores



BACH HOA XANH – UPDATE ON THE COMPREHENSIVE RESTRUCTURE



New layout stores to enhance the shopping experience

4/22

Revamped 460 stores

Stores operating at least 2 full months after revamping recorded an increase of 15% in revenue and food traffic (Jun-22 vs Apr-22)

5/22

Revamped >1,000 stores

Revenue and food traffic of newly revamped stores in May improved by 7%-10% (Jun-22 vs May-22)

6/22

Revamped almost 1,500 stores

The system-wide average revenue per store was VND1.2billion in Jun-22

7/22

Almost 100% of existing stores were revamped with the new layout



Review and close inefficient stores (Completion in Q3/2022)

Criteria for considering store closure

- Underperformed stores due to limits on locations and area;
- High rental expense to revenue ratio prevents the store from reaching the break-even point, even with higher revenue;
- Logistic inefficiencies (i.e. store direct profit is not enough to cover the logistic costs incurred because the store is located too far from the distribution center);

(*) BHX is reviewing inefficient stores by groups. The Company expects to operate a total store count of 1,700 – 1,800 at the end of Q3-22.

(**) The one-off expenses incurred from shutting down these stores have impacted BHX's and MWG's net profit in Q2 and Q3-22.

- Sale volume, foot traffic, and revenue of BHX have been continuously improved from Apr till now and are expected to maintain the resilient results in Q3, despite the business disruption caused by revamping existing stores and closing down inefficient stores.
- Average monthly sales per store of VND1.3billion is expected to achieve in Q3 which is earlier than the prior target (at the year year-end).
- In Q4-22, BHX will focus on finetuning the back-end functions and optimizing the operation to significantly improve profitability.