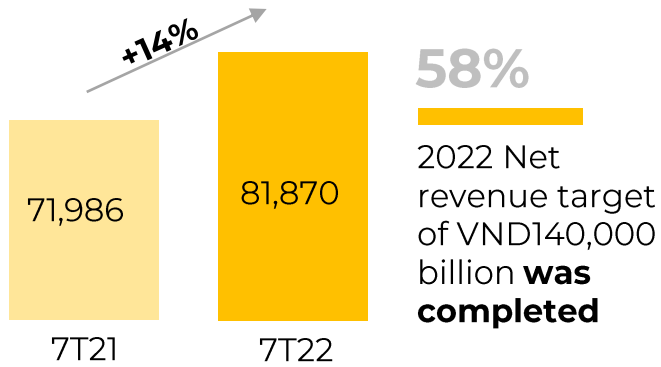


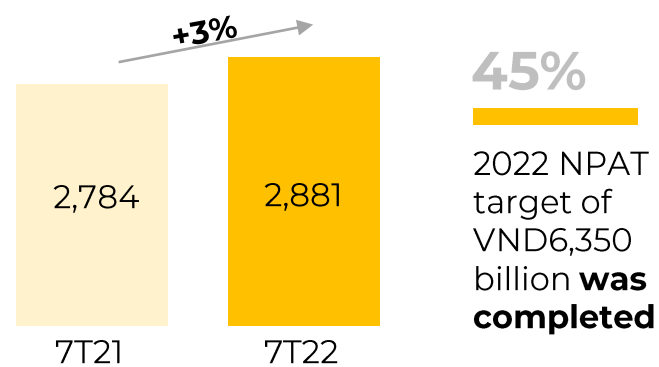


MOBILE WORLD INVESTMENT CORPORATION - OVERVIEW OF YTD JUNE 2022 PERFORMANCE

Net revenue VND billion)



Net profit after tax (VND billion)



Other information



THE GIOI DI DONG (1,070 stores)

In which, 50 Topzone stores



DIEN MAY XANH (2,185 stores)

In which, 972 supermini stores (DMS)



BACH HOA XANH (1,735 stores)

100% of stores have the new layout.



AN KHANG (510 stores)

432 stores are operating. The remainings will complete procedures to open soon.



AVA KIDS & AVA SPORT

68 stores AVAKids and 12 AVASport stores

Revenue breakdown:

- TGDD (Including Topzone) and DMX contributed VND21.5 trillion and VND44 trillion, respectively, accounting for approximately 80% of MWG's revenue.
- BHX brought in VND15.2 trillion, equivalent to 18.5%.
- The remaining revenues came from other businesses.

Key growth drivers:

- In July 2022, MWG's net revenue and consolidated NPAT increased 16% and 32% YoY, respectively, given the significant impact of the serious Covid wave in July 2021.
- The aggregated sales of TGDD and DMX in 7M2022 increased 21% YoY. Exceptionally, revenue in July soared 63% compared to the last year's low base.
- BHX's accumulated revenue reduced 14% YoY. The sales in July dropped 45% from the all-time record high of over VND4,200 billion in July 2021 but still grew in 5 consecutive months since March 2022.
 - ❑ BHX shut down about 400 stores YTD and completely revamped 100% of existing stores. The restructuring process is expected to complete in August 2022.
 - ❑ The average revenue per store reached VND1.3b in July and the uptrend remained steady in August. BHX expects to reach the monthly sales per store of VND1.5 billion in Q4-2022.
- Accumulated online revenue surged 84% YoY. In which TGDD/DMX and BHX increased 87% and 1% respectively.



DIEN MAY XANH SUPERMINI – GROWTH TRAJECTORY IN 2020 – 2022



CONCRETE EVIDENCE of non-stop innovation and operational excellence of MWG



**Piloted
9 stores**



**61/63 provinces
300 stores**



**Completed
800 stores**



**Exceeded
1,000 stores**

7/20

Super mini format (DMS)

The first 9 stores opened at some locations in Tien Giang's countryside.

12/20

6 months after its inception

- Rapid expansion in terms of store count and footfall;
- Accumulated revenue of VND850 billion in 2020.

12/21

Nationwide coverage

- Contributed VND6,800 billion for MWG in 2021;
- Recorded stable average monthly sales per store of VND1 billion.

8/22

Significant contribution

Target to reach sales of VND12,500 billion in 2022.



With the idea: "DMX goes further for customers to shop nearby", DMX Supermini (DMS) was initiated to deliver professional services to the countryside, to each town, and cover the entire commune and district administrative units nationwide. [\(Video clip\)](#)