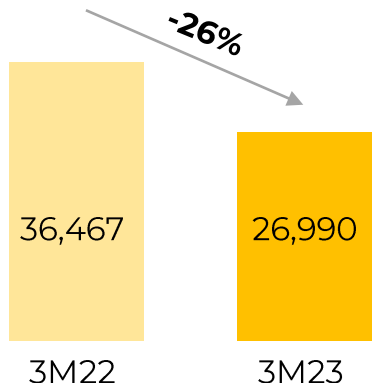




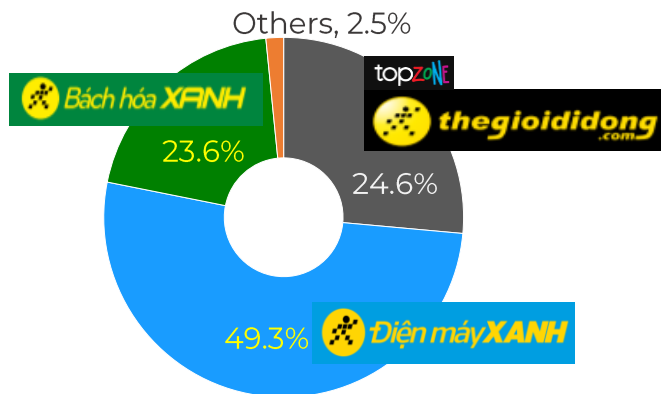
Net revenue (VND billion)



20%

2023 Net revenue target of VND135,000 billion **was completed**

Revenue breakdown



Other information



THE GIOI DI DONG

1,188 stores, in which 100 Topzone stores



DIEN MAY XANH

2,291 stores, including 1,035 ĐMS



BACH HOA XANH

1,710 stores post-restructuring



AN KHANG

510 stores under operation



AVA KIDS

64 AVAKids stores



ONLINE

Total online revenue decreased 38% YoY and accounted for 14% of total revenue.

• TGDD and DMX:

- ❑ The accumulated revenue in 1Q23 decreased by 34% vs. the very high base last year.
- ❑ Mobile phones and consumer electronics were almost lower from 25% - 35% YoY; exceptionally, tablets and laptops reduced by 40%-50% YoY.
- ❑ The ICT products account for a large proportion of TGDD & DMX 's online sales. As a result, online revenue also decreased by 40% YoY.
- ❑ In April, air conditioning revenue is expected to surge 20%-30% YoY amid the high demand during the hot season.
- ❑ With the encouraging results of the first 5 EraBlue electronics stores (maintaining stable monthly sales of VND 4.5-5 billion /store since Dec-2022), MWG's management team had an on-site visit in April-2023. Together with the JV partner, we met 62 leading ICT and consumer electronics suppliers in the local market. This was an opportunity to share the vision, mission, and unique values that Erablue committed to delivering to Indonesian consumers. EraBlue is finetuning the business model before expanding stores prudently in 2H2023.



• **BHX:**

- ❑ BHX's accumulated revenue increased by 5% YoY amid operating 20% fewer stores than in 1Q22. Meanwhile, online sales grew by 19%.
- ❑ By categories:
 - ✓ Fresh food is the main driving force, surging 40% YoY. This reflects the company's strategy in 2023 to focus on improving the quality and quantity of fresh products to become a destination for customers at BHX.
 - ✓ FMCG revenue was equivalent to the same period last year, while the sales contribution from household products decreased YoY after BHX optimized the product range and removed some SKUs of appliances post-restructuring
- ❑ Average sales per store in March was over 1.3 billion VND and is expected to improve in April. The traffic and sales volume remain stable, while the bill value was about 85% compared to last year as customers have tightened their budgets.

DISCLAIMERS:

- *The information in this report has been collected from various sources and has not been audited, with no guarantee of completeness or absolute accuracy.*
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