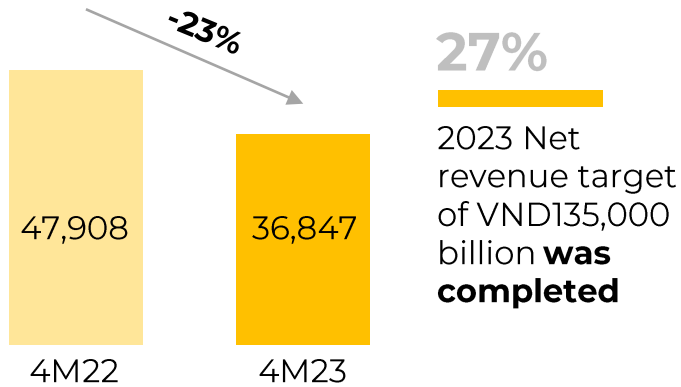


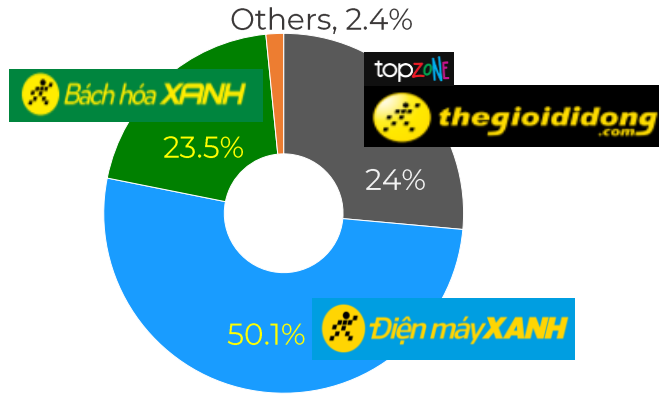


MOBILE WORLD INVESTMENT CORPORATION – YTD APRIL 2023 REPORT

Net revenue (VND billion)



Revenue breakdown



Other information



THE GIOI DI DONG

1,188 stores, in which 100 Topzone stores



DIEN MAY XANH

2,292 stores, including 1,035 DMS



BACH HOA XANH

1,708 stores



AN KHANG

523 stores



AVA KIDS

64 stores



ONLINE

Total online revenue decreased 30% YoY, accounting for 14% of the total revenue.

• TGDD and DMX

- ❑ In the first 4 months of 2023, TGDD and DMX accumulated total sales of VND 27.5 trillion, a decrease of 30% YoY.
- ❑ In April alone, the two chains' total revenue reached about VND 7.3 trillion, up 30% MoM, thanks to a significant increase in sales of air conditioners, household appliances, and phones.
 - Most major products experienced double-digit revenue growth compared to March, especially air conditioners which increased by triple digits due to a spike in demand during the hot season. To recognize this positive result, the Company has actively (i) prepared a sufficient supply of goods, (ii) offered practical and attractive promotions, and (iii) had adequate human resources for delivery and installation.
 - In addition, installment sales showed signs of recovery compared to the previous month. The advantage of system connectivity and a team of trained sales staff to support application procedures quickly instead of relying entirely on regional personnel of consumer finance companies has helped TGDD/DMX serve customers with installment needs more effectively.
- ❑ Online revenue in April surged by 26% MoM, accounting for 20% of TGDD and DMX's total sales.



• **BHX:**

- ❑ In the first 4 months of 2023, BHX's accumulated sales increased by 6% compared to the same period last year. Online channels saw a growth of 16% YoY.
- ❑ In April, BHX's revenue was over VND 2.3 trillion, marking a 3% increase from March.
 - The number of bills (traffic) and basket size both slightly increased compared to the previous month.
 - The average revenue per store reached about VND 1.35 billion and is expected to continue to improve in May.

DISCLAIMERS:

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