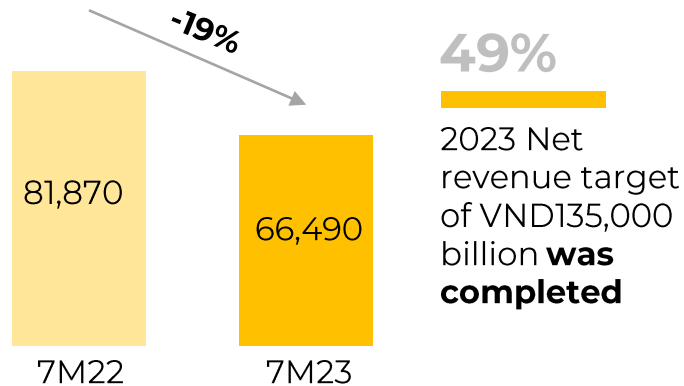
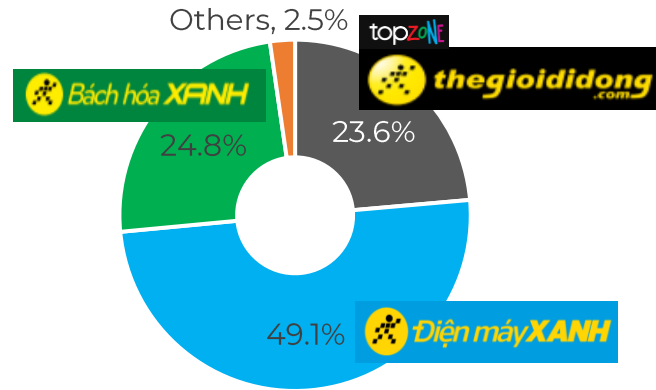


Net revenue (VND billion)



Revenue breakdown



Other information



THE GIOI DI DONG

1,172 stores, in which 100 Topzone stores



DIEN MAY XANH

2,287 stores, including 1,034 DMS



BACH HOA XANH

1,706 stores



AN KHANG

537 stores



AVA KIDS

67 stores



ONLINE

Total online revenue decreased 21% YoY, accounting for 14% of the total revenue.

• TGDD and DMX

- ❑ The cumulative 7M2023 revenue of the two chains amounted to over VND48.3 trillion, dropped 26% YoY.
- ❑ In July 2023 alone, the aggregate revenue was more than VND6.8 trillion:
 - The monthly sales of TGDD and DMX experienced an increase of 2% MoM and a decline of 20% YoY.
 - The Company has witnessed steady improvement across almost all categories since the Lunar New Year, thanks to its sales promotion efforts. In July, sales of ICT products (phones, tablets, laptops) rose by 20% to 30%, while consumer electronics products (TVs, white goods, household appliances) went up by 25% to 35% compared to March 2023.
- ❑ Online revenue in 7M2023 reached around VND8.6 trillion, plunged 22% YoY.



• **BHX:**

- ❑ In 7M23, BHX's total revenue reached VND16.5 trillion, marking a 9% YoY increase. Online revenue grew by 10%.
- ❑ In July 2023 alone, BHX's revenue amounted to over VND2.8 trillion (improved by 20% YoY and 10% MoM). This was mainly attributable to the higher number of bills through attracting new customers and increasing shopping frequency from existing customers.
- ❑ In July, the average monthly sales per store was VND1.6 billion. In particular, stores located in Ho Chi Minh City generated average revenue of around VND1.7 billion - VND1.8 billion, while stores in the provincial markets earned around VND1.4 billion - VND1.5 billion on average.
- ❑ BHX will strive to protect sales during the heavy rainy period (from August to October) and continuously increase the company-wide average monthly revenue per store to VND1.7 billion in the last months of the year.

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