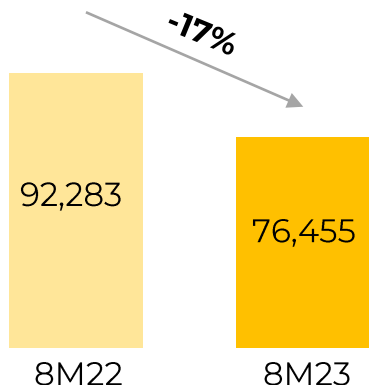




MOBILE WORLD INVESTMENT CORPORATION – YTD AUGUST 2023 REPORT

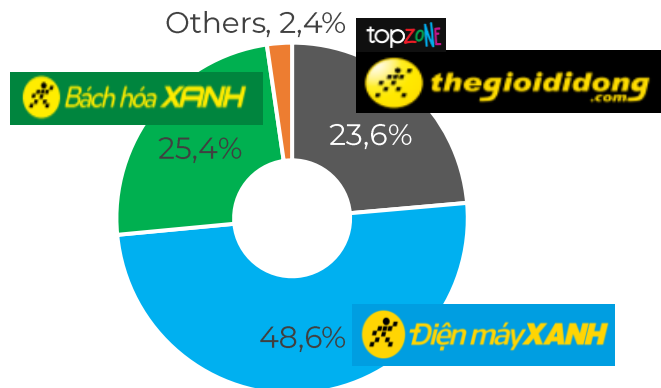
Net revenue (VND billion)



57%

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

Revenue breakdown



Other information



THE GIOI DI DONG

1,171 stores, in which 100 Topzone stores



DIEN MAY XANH

2,286 stores, including 1,034 DMS



BACH HOA XANH

1,706 stores



AN KHANG

540 stores



AVA KIDS

67 stores



ONLINE

Total online revenue decreased 21% YoY, accounting for 13% of the total revenue.

• TGDD and DMX

- ❑ The cumulative 8M2023 revenue of the two chains amounted to over VND55.1 trillion, dropping 25% YoY.
- ❑ In August 2023 alone, the aggregate revenue was around VND6.8 trillion:
 - The revenue decline rate of these two chains compared to the same period last year has been steadily narrowing in recent months, from 25% (June 2023 vs. June 2022), down to 20% (July 2023 vs. July 2022), and now only 13% (August 2023 vs. August 2022)
 - By industry, laptops and white goods have seen positive YoY sales growth in this month.
- ❑ Online revenue in 8M2023 was more than VND9.6 trillion, plunging 22% YoY.



- **BHX:**

- In 8M23, BHX's total revenue reached VND19.4 trillion, marking a 10% YoY increase. Online revenue grew by 8%.
- In August 2023 alone, BHX's revenue amounted to approximately VND2.9 trillion, soaring by 20% YoY and slightly improving MoM. The average monthly sales per store was 1,65 billion.
- Positive growth momentum was mainly attributable to the higher number of bills and fresh volumes, which increased by 4% and 10% MoM, respectively.

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