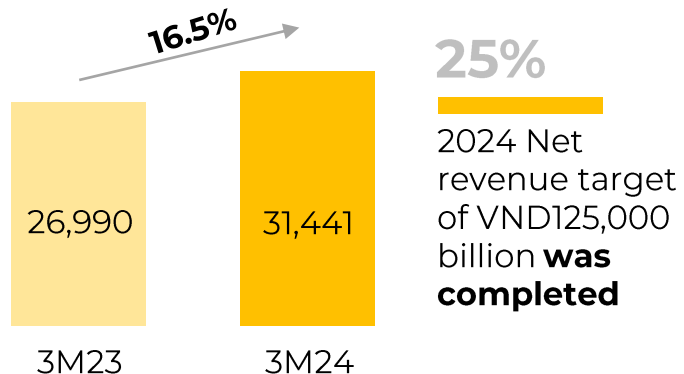
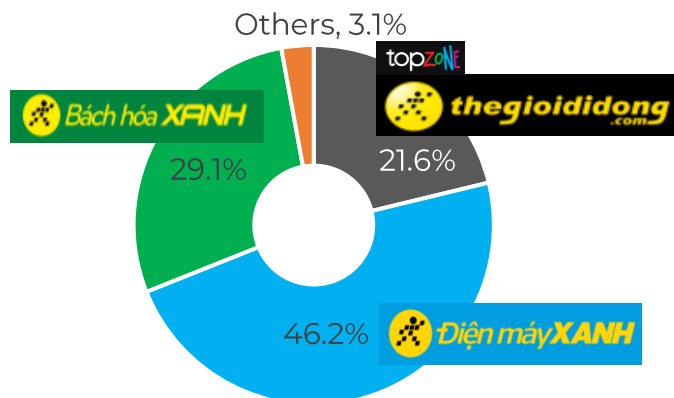




## Net revenue (VND billion)



## Revenue breakdown



## Other information



### THE GIOI DI DONG

1,071 stores, including Topzone



### DIEN MAY XANH

2,184 stores, including DMS



### BACH HOA XANH

1,696 stores



### AN KHANG

526 stores



### AVA KIDS

64 stores



### ERABLUE (JV in Indonesia)

55 stores

### • TGDD and DMX:

- ❑ The accumulated revenue in 3M2024 reached VND21.3 trillion, up 7% YoY. The key growth driver was consumer electronics, which witnessed double-digit revenue growth. Of which, air conditioners alone increased by approx. 50% YoY.
- ❑ The gross profit margin of TGDD/DMX recorded a notable improvement in 1Q2024. This was due to (i) the consumer electronics categories contributed higher to the aggregated revenue, and they have stable profit margins; and (ii) the Company expanded its market share in 2023, that allowed TGDD/DMX to offer a wide range of products with attractive promotions and supportive installment programs.
- ❑ The operational efficiency and absolute profits of TGDD/DMX significantly improved after an intense six-month restructuring effort, which focused on lean and efficient operations.
- ❑ Online revenue in 3M24 was VND3.5 trillion, accounting for 16% of the two chains' total sales.



## • **BHX:**

- ❑ In 3M24, BHX's total revenue reached over VND9.1 trillion, marking a 44% YoY increase. The average monthly sales per store was VND1.8 billion, driven by the revenue growths of fresh products and FMCGs.
- ❑ Store traffic reached about 500 bills per store per day, surged 40% YoY. The basket size slightly increased compared to the same period last year.
- ❑ Thanks to restructuring efforts, despite strong revenue growth, costs were well-controlled even during the peak season of Tet. BHX still maintains breakeven points factored in all relevant expenses of core operation (except for February, when the chain did not fully operate due to the Tet holiday break).
- ❑ The Company expects better business performance in 2Q2024 as the average revenue per store is showing improvement in April. BHX is also on track to reduce operating costs as a percentage of revenue, especially logistics expenses.

## **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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