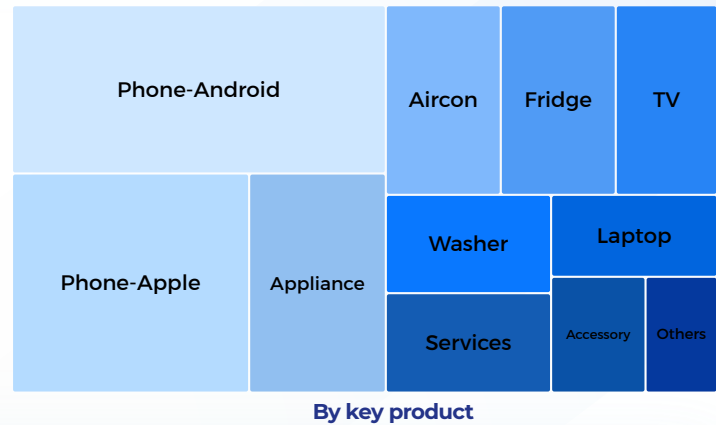
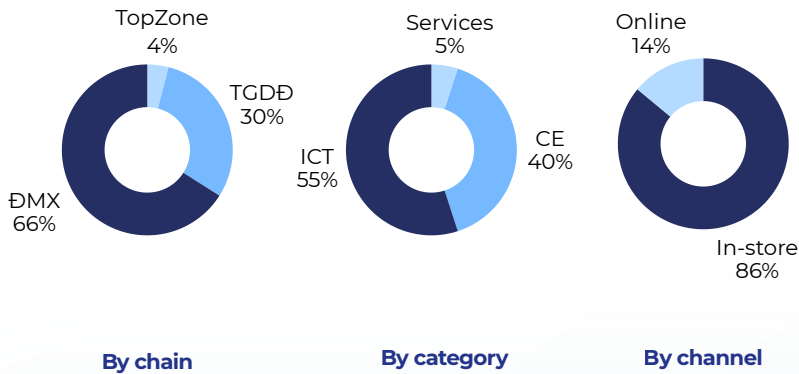


DMX recorded **VND 99,460 billion** in revenue, up **29% YoY** and completed **81% of the annual target**. Growth was broad-based across all chains & product categories driven by a **30% SSSG**. Installment-purchase Deferred payment sales surged **50% YoY**, accounting for **38% of total revenue**. Erablue posted **86% YoY** revenue growth on **SSSG 13%** and **139 new store openings**.

Store network	
	1,998
	919
	86
	337
	3,340

REVENUE MIX (EXCL. DMX TECHNICIAN)



05 GROWTH PILLARS

01 Quality-driven growth

All chains in Vietnam posted double-digit revenue growth despite opening no new stores: **Topzone** led the way (Apple **+ 50% YoY**), while key categories **+ 15-50% YoY** (with *aircon* and *laptops* are the leading categories).

02 Consumer finance & Utility services

- Consumer finance:** Deferred payment revenue **+ 50% YoY** (accounting for 38%), applied across 96% of products.
- Utility services:** Total transaction value posted **VND 82,000 billion (+3% YoY)**, **54 million (+7%)** across more than **3,000 stores**.

03 Dien May Xanh Technician

Revenue posted **VND 2,738 billion (+39% YoY)**; revenue from external clients posted **VND 332 billion (+41%)**, accounting for 12%.

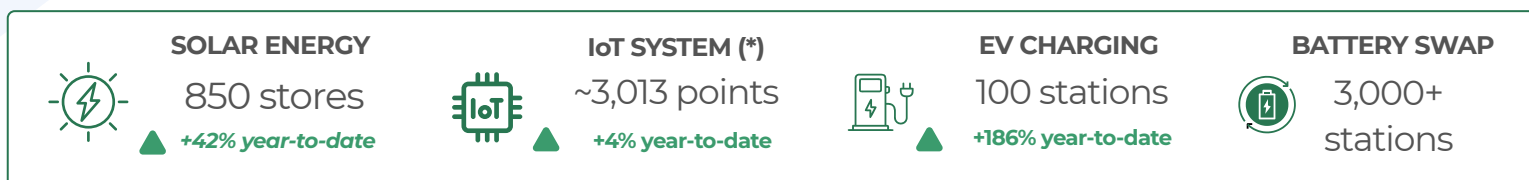
04 Supper App & Website

Revenue posted **VND 14,361 billion** (14% total revenue), with **19.6 million members (+1.7 million)** compared to the beginning of the year).

05 EraBlue

Revenue surged **+ 86% YoY**, **SSSG + 13%**, opened **156 new stores**, becoming a new engine for scaling alongside Vietnam.

DMX - 8M2026 ESG INITIATIVES



(*) Energy-saving devices and security monitoring systems deployed across stores and warehouses.

DMX x Thanh Nien Newspaper Award 1 Billion VND in Scholarships

On September 12, 2026, **DMX x Thanh Nien Newspaper** granted **10 million VND** each to 100 disadvantaged students and COVID-19 orphans via the “Accompanying Children on Their Life's Journey” program. This meaningful initiative supports and broadens educational pathways for the younger generation.



DMX x HOSE - 300 Mid-Autumn Gifts Presented to Children

On September 20, 2026, **DMX x HOSE** delivered 300 Mid-Autumn Festival gifts to children on the occasion of the Moon Festival. **This activity shares joy and spreads humanistic values among children.**



TopZone Trade-In - Promoting Sustainable Consumption

On September 18, 2026, TopZone officially launched in-store sales & delivered pre-orders.

End of the pre-order period

+180.000

iPhone 18 series orders

“This achievement not only surpasses milestones from previous seasons but also demonstrates the ability to meet massive market demand, as well as the operational capacity of the retail chain” - CEO Hieu Em.



The new iPhone 18 cycle boosts business momentum and provides DMX an opportunity to **spread sustainable consumption** via Apple-backed trade-in subsidies of up to 2-3 million VND, extending device lifecycles and advancing the circular economy; additionally, fast delivery driven by logistics optimization and 0% interest installment plans helps the community easily access new technology.

DMX x VietCredit - Expanding Payment Options

100 million VND

Maximum limit

On September 24, 2026, **DMX launched the 3-in-1 TINCard** on the VIP Gifts app with lifetime fee-free and 0% installment benefits. This solution helps reduce financial burdens during shopping & enhancing community access to technology and responsible finance.



KEY ACTIVITIES

DMX 2026 KICK-OFF EVENT BEYOND IPO PEAKS - GOING REGIONAL

On September 14 and 16, 2026, the **DMX 2026 Kick-off event** in HCMC and Hanoi to review the first 8 months and launch year-end acceleration campaign. The event officially unveiled the strategic orientation “**Every Year Exceptional - 5 Years Doubling Value**”, aiming toward DMX's long-term development goals for 2030.



DMX Ranked Top 1 Reputable Retail Company in 2026

Electronics, refrigeration, and digital appliances sector.

On September 28, 2026, Vietnam Report announced that **DMX secured the #1 position in the electronics, refrigeration, and digital appliances sector**. The chain excelled across three pillars: financial strength, media reputation, and stakeholder trust, with media and trust surveys leading the scores.



DMX Assessment Results



DMX Solving the 'Tech Gap' Challenge Kickstarting the House of Future Journey



September 23, 2026

CEO Identifies the 'Tech Gap' Issue



October 2, 2026

DMX Announces 'House of Future' as The Next DMX



October 5, 2026

DMX Officially Launches New AI & Robotics Category

DMX launched the new **AI & Robotics** category and the **'House of Future' model**, concretizing its sustainable business orientation. Narrowing the technology gap helps enhance community access to modern living solutions. Integrating experiential spaces into existing infrastructure instead of opening new stores optimizes operations, cuts energy and carbon footprints, and drives long-term growth.