



Business results for 9M2026

Revenue up 29% on 30% SSSG, with 81% of the full-year plan delivered in 9 months.

US\$3.8bn

Total revenue

+29%

Revenue growth YoY¹

+30%

Same-store sales growth (SSSG)

+86%

EraBlue revenue growth YoY

WHERE GROWTH CAME FROM

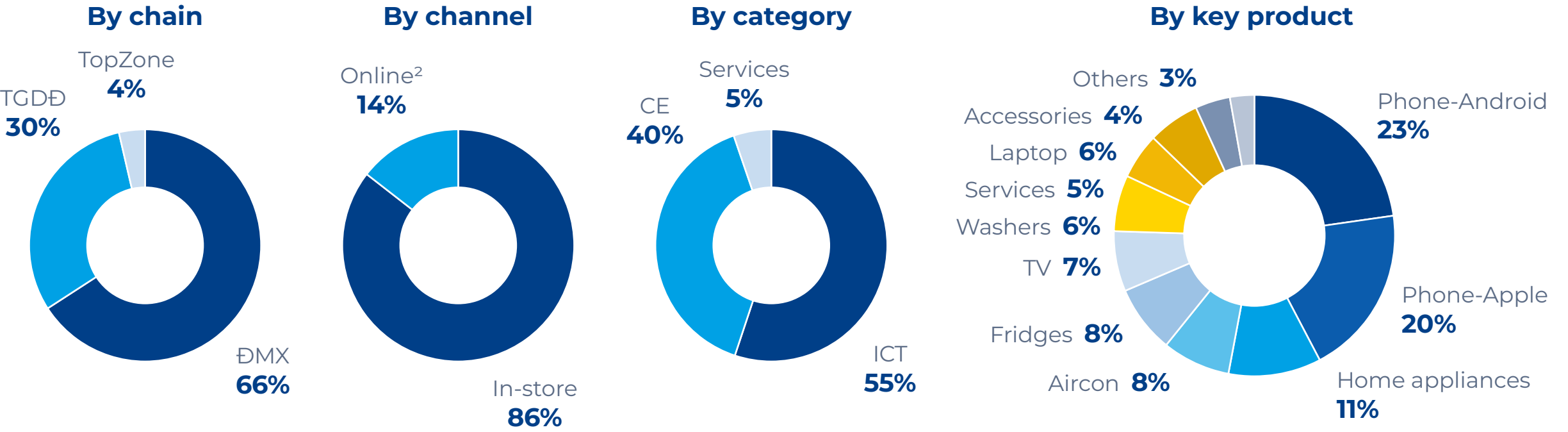
Growth was broad-based and came from existing stores rather than new openings (SSSG 30%). 0% interest financing and expanded after-sales services supported demand as prices rose, without heavier discounting: financed sales grew 50% YoY, lifting their share of revenue to 38% (9M2025: 33%). A wider product range and Apple share gains through TopZone added further momentum. **September revenue topped US\$470mn, the highest month of the year.**



STORE NETWORK

Chain	Stores	YoY	YTD
Điện Máy Xanh	1,998	-21	-10
Thế Giới Di Động	919	-9	-8
TopZone	86	+1	+1
EraBlue (Indonesia)	337	+193	+156
Total (DMX)	3,340	+164	+139

REVENUE MIX (EXCL. DMX TECHNICIAN)



¹LfL change excluding the impact of An Khang and AvaKids, and including DMX Technician; ²Including Super App & other online channels. USD at VND 26,190 per US\$; growth rates in VND. This document is unaudited and does not constitute an offer to buy or sell securities. Contact: investor@dienmayxanh.com · Bloomberg: DMX VN · YouTube: @DMX_IR



Five growth pillars in 9M2026

All five pillars are growing, led by existing stores, consumer finance and EraBlue.



PILLAR 2 · CONSUMER FINANCE & UTILITY SERVICES

38%

Financed share of revenue (9M2025: 33%)

+50%

Financed sales growth YoY

96%

Products eligible for financing

US\$3.1bn

Utility & banking payments, +3% YoY

54mn

Transactions at 3,000+ stores, +7% YoY

PILLAR 3 · DMX TECHNICIAN

US\$105mn

Total revenue, +39% YoY

US\$13mn

From external clients, +41% YoY, 12% of total

PILLAR 4 · SUPER APP & ONLINE

US\$548mn

Revenue, +37% YoY, 14% of total

19.6mn

Super App members, +1.7mn YTD



PILLAR 5 · ERABLUE, THE NEXT DMX IN INDONESIA

US\$177mn

Revenue, +86% YoY in IDR

+13%

SSSG YTD

337

Stores: +156 YTD, +193 YoY

500 & 1,000

Target store count, 2027 & 2030

OUTLOOK: Q4/2026

Apple's new foldable (iPhone Duo) and the peak year-end shopping season, **aiming for 30% YoY full-year revenue growth.**