Business results for 10M2026

Revenue up 28% on 29% SSSG, with 92% of the full-year plan delivered in 10 months.

US$4.3bn
Total revenue

+28%
Revenue growth YoY[1]

+29%
Same-store sales growth (SSSG)

+85%
EraBlue revenue growth YoY

WHERE GROWTH CAME FROM

Growth was broad-based and came from existing stores rather than new openings (SSSG 29%). 0% interest financing and expanded after-sales services supported demand as prices rose, without heavier discounting: financed sales grew 52% YoY, lifting their share of revenue to 39% (10M2025: 33%). A wider product range and Apple share gains through TopZone added further momentum. **October revenue topped US$490mn, the highest month of the year, up 4% MoM.**

ANNUAL REVENUE GUIDANCE TRACKING

Full-year guidance: US$4.7bn

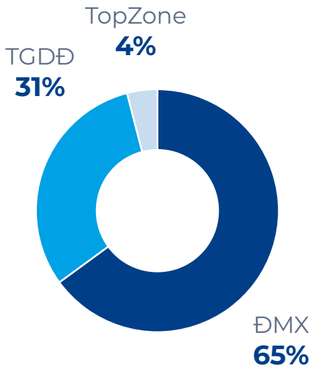
92% complete

STORE NETWORK

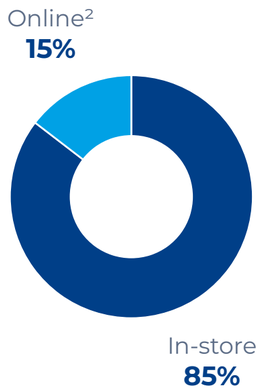
Chain	Stores	YoY	YTD
Điện Máy Xanh	1,998	-20	-10
Thế Giới Di Động	920	-7	-7
TopZone	86	+1	+1
EraBlue (Indonesia)	369	+211	+188
Total (DMX)	**3,373**	**+185**	**+172**

REVENUE MIX (EXCL. DMX TECHNICIAN)

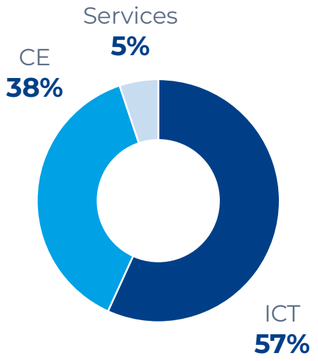
By chain



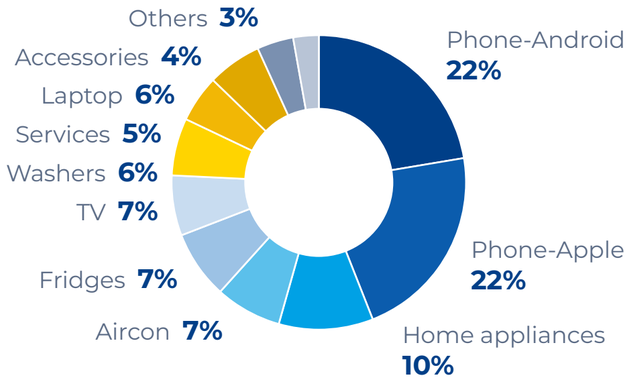
By channel



By category



By key product



[1]LfL change excluding the impact of An Khang and AvaKids, and including DMX Technician; [2]Including 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 10M2026

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

PILLAR 1 · QUALITY-DRIVEN GROWTH

All chains in Vietnam grew revenue by 28% to 34% despite no new store openings, with TopZone growing fastest (+34%) on a 50% YoY increase in Apple phone sales, with both the iPhone 18 series and iPhone Duo delivering in October. Other key categories grew 10% to 50% YoY, led by Aircon and Home appliances.

thegioididong	+28% YoY	Điện máy XANH	+28% YoY	topZone	+34% YoY				
Phone-Apple	+50%	Phone-Android	+20%	Appliances	+30%	Fridges	+25%	TV	+10%
Washers	+20%	Laptop	+30%	Accessories	+30%	Aircon	+50%	Services	+15%

PILLAR 2 · CONSUMER FINANCE & UTILITY SERVICES

39%
Financed share of revenue (10M2025: 33%)

+52%
Financed sales growth YoY

96%
Products eligible for financing

US$3.5bn
Utility & banking payments, +3% YoY

60mn
Transactions at 3,000+ stores, +7% YoY

PILLAR 3 · DMX TECHNICIAN

US$115mn
Total revenue, +38% YoY

US$15mn
From external clients, +44% YoY, 13% of total

PILLAR 4 · SUPER APP & ONLINE

US$623mn
Revenue, +40% YoY, 15% of total

19.8mn
Super App members, +1.9mn YTD

PILLAR 5 · ERABLUE, THE NEXT DMX IN INDONESIA

US$202mn
Revenue, +85% YoY in IDR

+12%
SSSG YTD

369
Stores: +188 YTD, +211 YoY

500 & 1,000
Target store count, 2027 & 2030

OUTLOOK: Q4/2026

The iPhone 18/Duo season, Black Friday and year-end shopping, **aiming for 30% YoY full-year revenue growth.**

Operating data 10M2026 unless stated otherwise. USD at VND 26,190 per US$; EraBlue at IDR 16,600 per US$, growth in IDR. 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