# DMX - SUSTAINABILITY NEWSLETTER

DIEN MAY XANH INVESTMENT JOINT STOCK COMPANY DMX

OCTOBER 2026

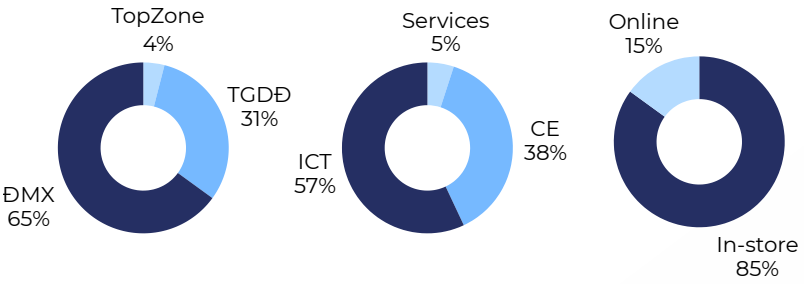
## 10M2026 BUSINESS RESULTS

DMX recorded **VND 112,430 billion** in revenue, up **28% YoY** and completed **92% of the annual target**. Growth was broad-based across all chains & product categories driven by a **29% SSSG**. Installment-purchase Deferred payment sales surged **52% YoY**, accounting for **39% of total revenue**. Erablue posted **85% YoY** revenue growth on **SSSG 12%** and **188 new store openings.**

**Store network**

| | |
|---|---|
| Điện máy XANH | 1,998 |
| thegioididong | 920 |
| topZONE | 86 |
| erablue | 369 |
| DMX | 3,373 |

### REVENUE MIX (EXCL. DMX TECHNICIAN)



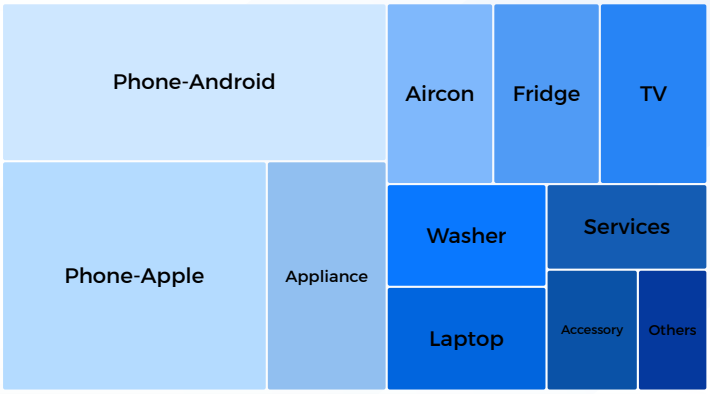

By chain




By category




By channel




By key product

## 05 GROWTH PILLARS

### 01 Quality-driven growth

All chains in Vietnam posted double-digit revenue growth despite opening no new stores: **Topzone** let 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 **+ 52% YoY** (accounting for 39%), applied across 96% of products.
- Utility services: Total transaction value posted **VND 92,000 billion** (**+3% YoY**), **60 million** (**+7%**) across more than **3,000 stores**.

### 03 Dien May Xanh Technician

Revenue posted **VND 3,006 billion** (**+38% YoY**); revenue from external clients posted **VND 384 billion** (**+44%**), accounting for 13%.

### 04 Supper App & Website

Revenue posted **VND 16,322 billion** (15% total revenue), with **19.8 million members** (**+1.9 million** compared to the beginning of the year).

### 05 EraBlue

Revenue surged **+ 85% YoY**, **SSSG + 12%**, opened **188 new stores,** becoming a new engine for scaling alongside Vietnam.

## DMX - 8M2026 ESG INITIATIVES

| SOLAR ENERGY | IoT SYSTEM (*) | EV CHARGING | BATTERY SWAP |
|---|---|---|---|
| 850 stores | ~3,018 points | 100 stations | 3,000+ stations |
| +42% year-to-date | +4% year-to-date | +186% year-to-date | |

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

## KEY ACTIVITIES

### DMX × HP Vietnam
### Expand AI PC Experience Shop-in-shop

On October 1, 2026, DMX x HP Vietnam opened the second HP Flagship Store under the shop-in-shop model at TGDĐ Luxury, where customers can try AI PCs before buying. Hands-on experience is the spearhead of tech retail, helping customers choose the right device and consume more sustainably.



**TGDĐ Luxury**
153B Phan Dang Luu, HCMC

### DMX & TGDĐ Ranked Top 15 In Asia's Brand Conviction Index 2026

On October 12, 2026, **Inside Retail Asia × YouGov** released the Brand Conviction Index 2026 – Asia's Top 100 Retailers: **DMX ranked 12th (#1 in Asia for CE retail), TGDĐ ranked 14th**, based on the trust and willingness to recommend of 70,000+ consumers across 11 Asian markets, reflecting customers' trust in DMX through its shopping and after-sales experience, guided by a customer-centric philosophy.




#12 DIEN MAY XANH
#14 THE GIOI DI DONG

### Karofi Expands Strategic Partnership With Dien May Xanh

On October 12, 2026, **Karofi × DMX** expanded their strategic partnership after nearly 10 years. The renewal takes it to a long-term strategic level, combining Karofi's water-filtration R&D and DMX's network to deliver safe, clean water to Vietnamese families.




## DMX - Extraordinary General Meeting 2026 — 29.10.2026




On October 29, 2026,
DMX held its Extraordinary GMS.

**TWO RESOLUTIONS APPROVED**

01 Bonds with Warrants for 15 Key Executives
02 Private placement of bonds with warrants







Shareholders previewed AI and Robotics products and witnessed the launch of the House of Future Founding Council, following an "experience first, business later" approach to bring new tech to Vietnamese people early. The event reflects DMX's sustainability focus: transparency, shared value and community engagement.