

BUSINESS RESULTS — 3 MONTHS 2026

SUMMARY

DMX posted VND 32,416bn in revenue for 3M2026, +33% YoY, completing 26% of the annual target and on track with plan. Growth was broad-based across all chains and product categories driven by 34% SSSG. Revenue from financed sales surged 50% YoY, supported by a 97% financing eligibility rate across products that preserves affordability as tech prices rise. Erablue doubled revenue YoY on 25% SSSG and 117 net new stores.

FINANCIAL & OPERATIONAL HIGHLIGHTS

TOTAL REVENUE

VND **32,416bn**

REVENUE GROWTH

33% YoY

SSSG

34%

ERABLUE REVENUE

x2 YoY

ANNUAL GUIDANCE TRACKING — REVENUE

26% of full-year guidance complete

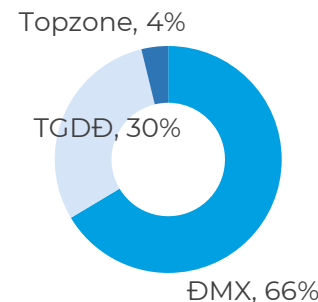
Full-year guidance: VND 122,500bn

STORE NETWORK

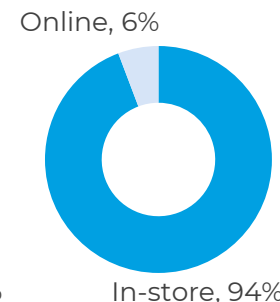
Chain	Store count	YoY change	YTD change
Điện Máy Xanh	2,006	-21	-2
Thế Giới Di Động	929	-3	+2
TopZone	85	+0	+0
Erablue (Indonesia)	212	+117	+31
Total (DMX)	3,232	+93	+31

REVENUE MIX

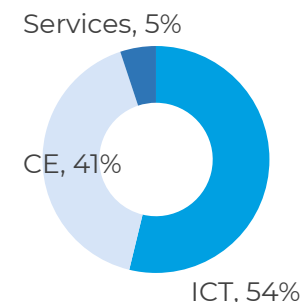
By chain



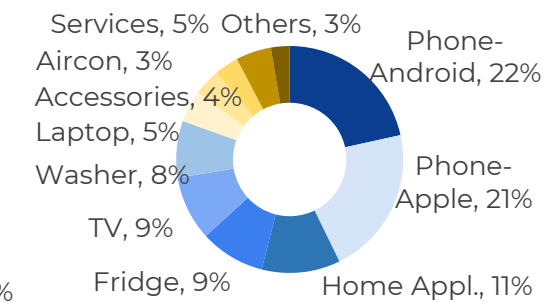
By channel



By category



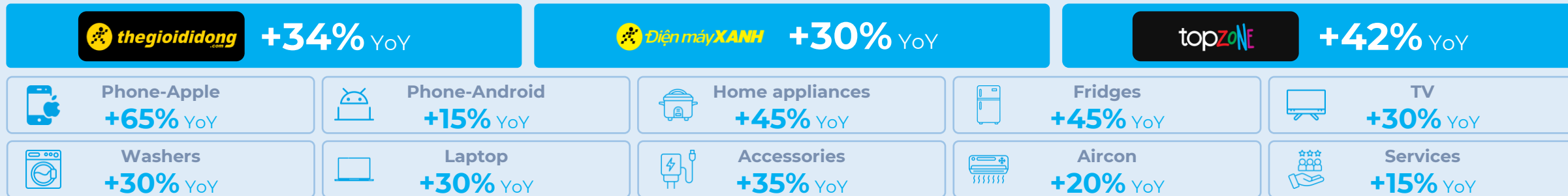
By key product



5 GROWTH PILLARS — 3 MONTHS 2026

Pillar 1 QUALITY-DRIVEN GROWTH

All chains in Vietnam posted double-digit revenue growth despite no new store openings, with TopZone delivering the strongest performance driven by a 60% YoY increase in Apple product sales. Key product categories delivered 15–65% YoY growth.



Pillar 2 CONSUMER FINANCE & UTILITY SERVICES

Financed revenue growth

+50% YoY

Easing affordability as tech product prices rise

Financing eligibility rate across products

97%

Total GMV of utility payments & agent banking services

VND 27 trillion

18 million transactions · Available at 3,000+ DMX stores

Pillar 3 DMX TECHNICIAN

Total revenue

VND 701bn

+45% YoY

In which, rev. from external clients

VND 125bn

+63% YoY · 18% of DMX Technician rev.

Pillar 4 SUPER APP

Revenue via Super App

VND 2 trillion

6% of total DMX revenue

Super App traffic

44 million

Pillar 5 ERABLUE: “The 2nd DMX” in Indonesia

 **REVENUE**

IDR 906bn

+100% YoY

SSSG

25%

STORE COUNT

212

+31 YTD · +117 YoY

TARGET STORE COUNT IN 2027

500