

Topic	Investor Questions	Feedback from DMX Management
1. IPO & Dividend Plan	Has DMX's IPO roadmap changed as the economic situation has become more stable?	The IPO roadmap remains the same as planned, the company is striving to implement it as early as 2026.
	Does DMX plan to pay cash dividends or apply ESOP?	DMX's business model is complete, without much Capex capital, so the company is committed to paying cash dividends of at least 50% of annual profits. In addition to the traditional ESOP, the company is studying stock options that attach to long-term goals and extremely challenging KPIs (double profits by 2030).
2. Q1 Business Results	Does the 30% revenue growth in Q1 mainly come from the increase in selling price (value) or output (volume)?	The increase mainly comes from the order value (selling price). The natural drivers of ASP are new product features (such as AI) and the memory chip shortage. On the DMX side, the company deliberately promotes upselling, using financial solutions to direct customers to buy higher-end products.
	What factors did the Q1 profit margin increase to 6.8% (up nearly 1 percentage point) be attributed?	There are two main factors: (1) Selling more high-segment products with better profit margins; (2) Increase profits/commissions from add-on services (e.g. financial services, DMX Technician).
	How does the company manage inventory against the risk of supply chain disruption?	DMX has a great advantage as we do procurement planning one year in advance. As a result, the company is hardly affected by a temporary disruption.
3. Financial Services (Deferred Payment)	Please explain the 0% interest deferred payment model. Who	DMX has changed its use of manufacturer and supplier sponsorship budgets: instead of applying them to price discounts as before, the funds are now directed toward



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	bears the cost of this funding?	<p>supporting 0% interest installment plans. Thus, this shift does not affect DMX’s overall cost structure.</p> <p>Currently, 97% of ICT/CE products are offered with 0% interest installment options. In addition, DMX’s system is directly connected to financing partners, enabling instant credit approval within 3 minutes, while DMX also earns additional commission income from these partners.</p>
	What is the current percentage of customers who buy with deferred payment?	The demand for customers to pay cash and use deferred payments is currently equal. In deferred purchases, the demand for deferred payment of ICT products is higher than that of CE. In fact, 38% of DMX’s revenue in Q1/2026 was through deferred purchases.
4. DMX Technician	What benefits does DMX get from cooperating with VinFast?	DMX Technician has been assigned by VinFast to install and maintain the entire system of car charging stations and motorcycle battery swapping cabinets. This is one of the driving forces that brought VND 125 billion in revenue to serve external customers in Q1.
	How to prevent DMX Technician employees from arbitrarily connecting with customers to do their own work?	The company manages workers through the App platform similar to technology ride-hailing applications. All customer data, warranty history, and transparent pricing policies are located on the system, giving customers peace of mind instead of underground transactions.
5. Erablue (Indonesia)	Where does Erablue’s 25% second-hand store (SSSG) growth come from? Are there plans to expand to the Philippines?	Growth came from: Phones increased by >30% (thanks to the sale of iPhone 16 which was banned in 2024 and Chinese brands grew well), CE increased by 18% (taking market share from traditional channels), and the home appliances/accessories segment doubled. In near future, Erablue will only focus on the island of Java with a target of 1,000 stores (USD 1 billion) by 2030 and has

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Dien May Xanh Investment Joint Stock Company (DMX)



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		no intention to go to other countries because the Indo market is still too large.
	Is the Erablue IPO in the plans?	Yes, the Erablue IPO is a milestone that was agreed from the beginning in the joint venture contract with its partner Erajaya.
6. Online Strategy (Super App)	What is DMX's strategy to compete with other ecommerce platforms?	DMX is not into price war. DMX builds Super App based on 18 million existing customers with the orientation of becoming an "Online Hypermarket" specializing in genuine sales, combining financial services, warranty policies, and on-site delivery of DMX Technician.