

BUSINESS RESULTS — 5 MONTHS 2026

SUMMARY

DMX posted VND 54,644bn in revenue for 5M2026, +33% YoY¹, completing 45% of the annual target and on track with plan. Growth was broad-based across all chains and product categories driven by 33% SSSG. Revenue from financed sales surged 49% YoY and accounted for 39% of total revenue, with a 96% financing eligibility rate across products. Erablue posted 93% YoY revenue growth on 19% SSSG and 138 new store openings.

FINANCIAL & OPERATIONAL HIGHLIGHTS

TOTAL REVENUE

VND 54,644_{bn}

REVENUE GROWTH

33% YoY¹

SSSG

33%

ERABLUE REVENUE GROWTH

93% YoY

ANNUAL GUIDANCE TRACKING — REVENUE

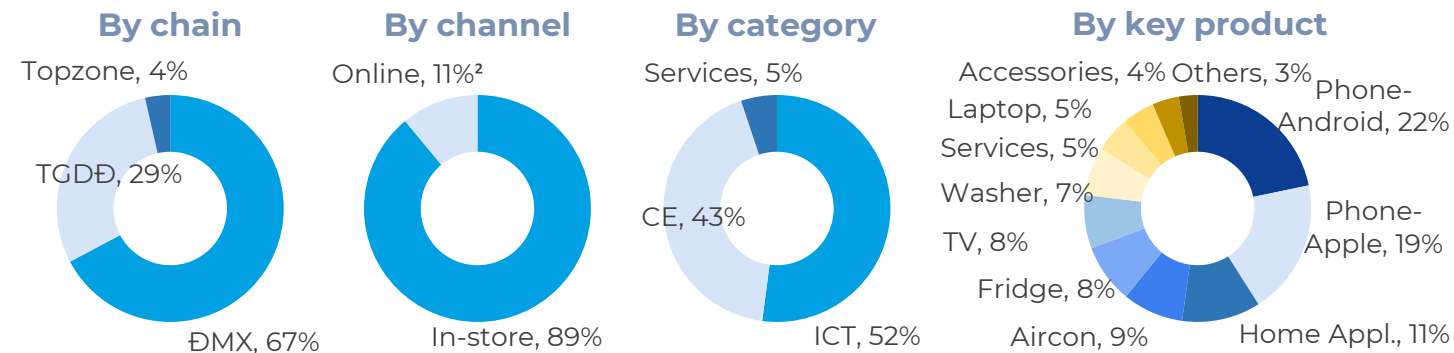
45% of full-year guidance complete

Full-year guidance: VND 122,500bn

STORE NETWORK

Chain	Store count	YoY change	YTD change
Điện Máy Xanh	2,004	-21	-4
Thế Giới Di Động	927	-3	+0
TopZone	85	+0	+0
Erablue (Indonesia)	245	+138	+64
Total (DMX)	3,261	+114	+60

REVENUE MIX (EXCL. DMX TECHNICIAN)

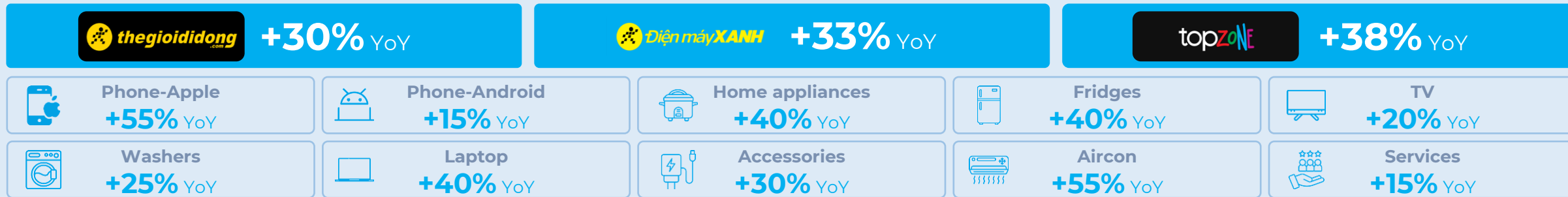


¹LfL change excluding the impact of An Khang and AvaKids, and including DMX Technician; ²Including Super App & Other online channels

5 GROWTH PILLARS — 5 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 55% YoY increase in Apple sales. Other key categories delivered 15-55% YoY growth, with Aircon accelerating on summer seasonality.



Pillar 2 CONSUMER FINANCE & UTILITY SERVICES

Revenue mix from financed sales

39% (2025: 35%)

96% financing eligibility rate across products, easing affordability

Financed sales growth

+49% YoY

Total GMV of utility payments & agent banking services

VND 46trn

+8% YoY · 31 million transactions (+12% YoY) · Available at 3,000+ DMX stores

Pillar 3 DMX TECHNICIAN

Total revenue

VND 1,584bn

+49%YoY

In which, rev. from external clients

VND 179bn

+41% YoY · 11% of DMX Technician rev.

Pillar 4 SUPER APP & ONLINE

Super App & Other online channels

VND 6,013bn

11% of total DMX revenue

Super App members

18.7mn

+1mn members YTD

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

 **REVENUE**

IDR 1,560bn

+93% YoY

SSSG

19%

STORE COUNT

245

+64 YTD · +138 YoY

TARGET STORE COUNT IN 2027 & 2030

500 & 1,000