



7.00% ▲

7.00% ▲

VN - INDEX
2,026.30
+12.72 +1.00%

VN - INDEX
2,026.30
+12.72 +1.00%

VN30
2,110.90
+15.89 +1.18%

VN30
2,110.90
+15.89 +1.18%

HNX - INDEX
267.51
+2.45 +1.03%

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267.51
+2.45 +1.03%

THE FIRST IPO MULTI-BILLION DOLLAR IN 2026

REDEFINING GROWTH 2026-2030



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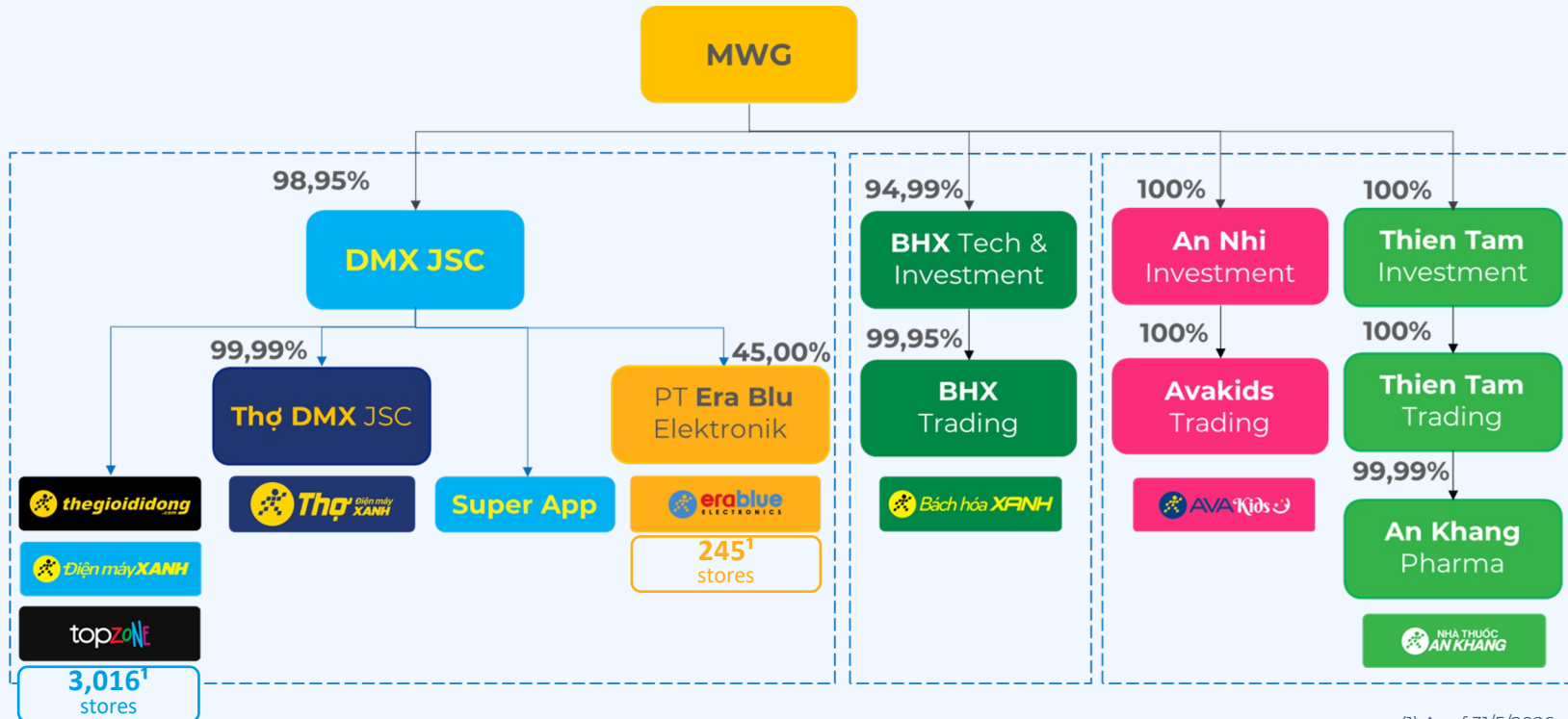
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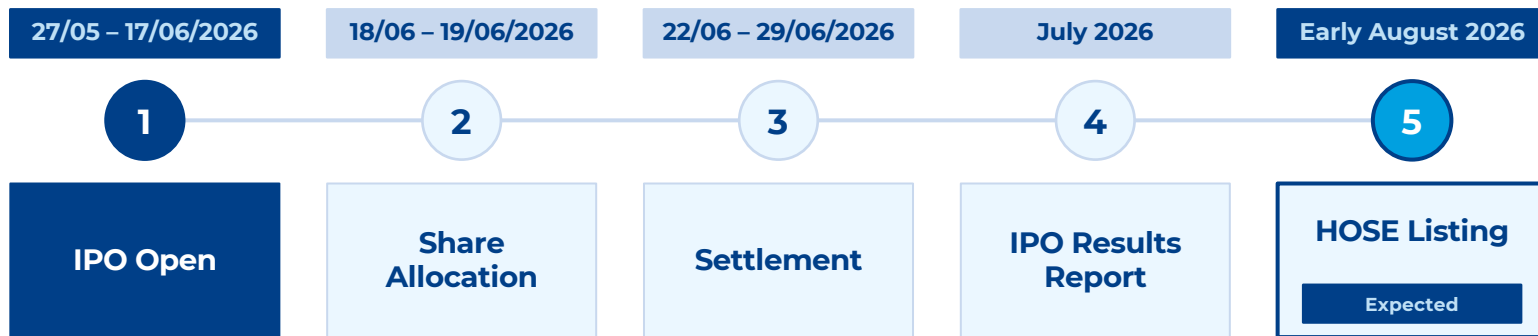
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MWG Post-Restructuring

A SOLID LAUNCHPAD FOR DMX IPO



(1) As of 31/5/2026



DMX IPO Dedicated Page

Scan QR code to access complete offering information

OFFERING DETAILS	
Offer Price	VND 80,000/share
Total Offering Volume	179,500,400 shares 16.3% pre-issuance 14.0% post-issuance
Total Offering Value	VND 14,360bn ~USD 546M ¹
Market Cap Expected	USD 3,35bn¹ USD 3,90bn¹ pre-issuance post-issuance
Cash Dividend	VND 4,000/share 5% yield relative to IPO price · Payable post-listing ≥ 50% NPAT Annual dividend commitment to shareholders

LEAD DISTRIBUTOR



OTHER SUBSCRIPTION AGENTS











(1) Reference exchange rate at date of announcement

WHY DMX IPO

BEYOND CAPITAL RAISING



 **DMX is a proven business model**, generating consistent revenue, earnings and cash flow.
DMX IPO to:

01 **Unlock DMX Valuation**
Unlock independent value vs. SOTP when under the parent

02 **Motivate 2nd Gen Leadership**
Inheriting the legacy, entering a new phase of growth

03 **Vindicate The ICT/CE Market**
Demonstrate the sector is unsaturated with ample headroom

04 **DMX Operates Independently**
Structure suited to the retail chain's development stage

05 **Broadens Investor Choice**
Suited to investors seeking pure-play electronics retail exposure

06 **Unlock 5 Growth Pillars**
Create new sources of shareholder value 2026 - 2030

Market Overview

SIGNIFICANT GROWTH RUNWAY FOR DMX

ADDRESSABLE MARKET

USD 15bn

Vietnam ICT/CE market size by 2030

CAGR 2025-2030 ~**8,2%**

2025: Market **+13%** | DMX **+18%**

NEW CYCLE

Prioritising Quality-Led Growth

DMX has a fully integrated RETAIL — SERVICES — FINANCIAL platform to lead the market

CONSUMER TRENDS

- **Gen Y/Z** driving consumption – prioritising experience & services
- Shift **from new purchases** to upgrades, replacements & value-added services
- **AI · 5G · Smart Home** technologies accelerating device upgrade cycles
- Growing demand for **after-sales services** – fragmented market lacking standards
- **Policy reforms** – smuggled goods controls, invoicing & tax compliance – levelling the playing field

Growth Journey Since 2015

FROM QUANTITY-DRIVEN GROWTH → QUALITY-DRIVEN GROWTH

Quantity-Driven Growth

2015–2022

Store count

5.5x

(+400/year)

Revenue

4.1x

NPAT

6.6x

Stores

Revenue

Net Profit

2015 2016 2017 2018 2019 2020 2021 2022

Restructuring

2023–2025

Stores closed
>400

Revenue

1.3x

NPAT

3.4x

Quality-Driven Growth

2026–2030F

New store

0

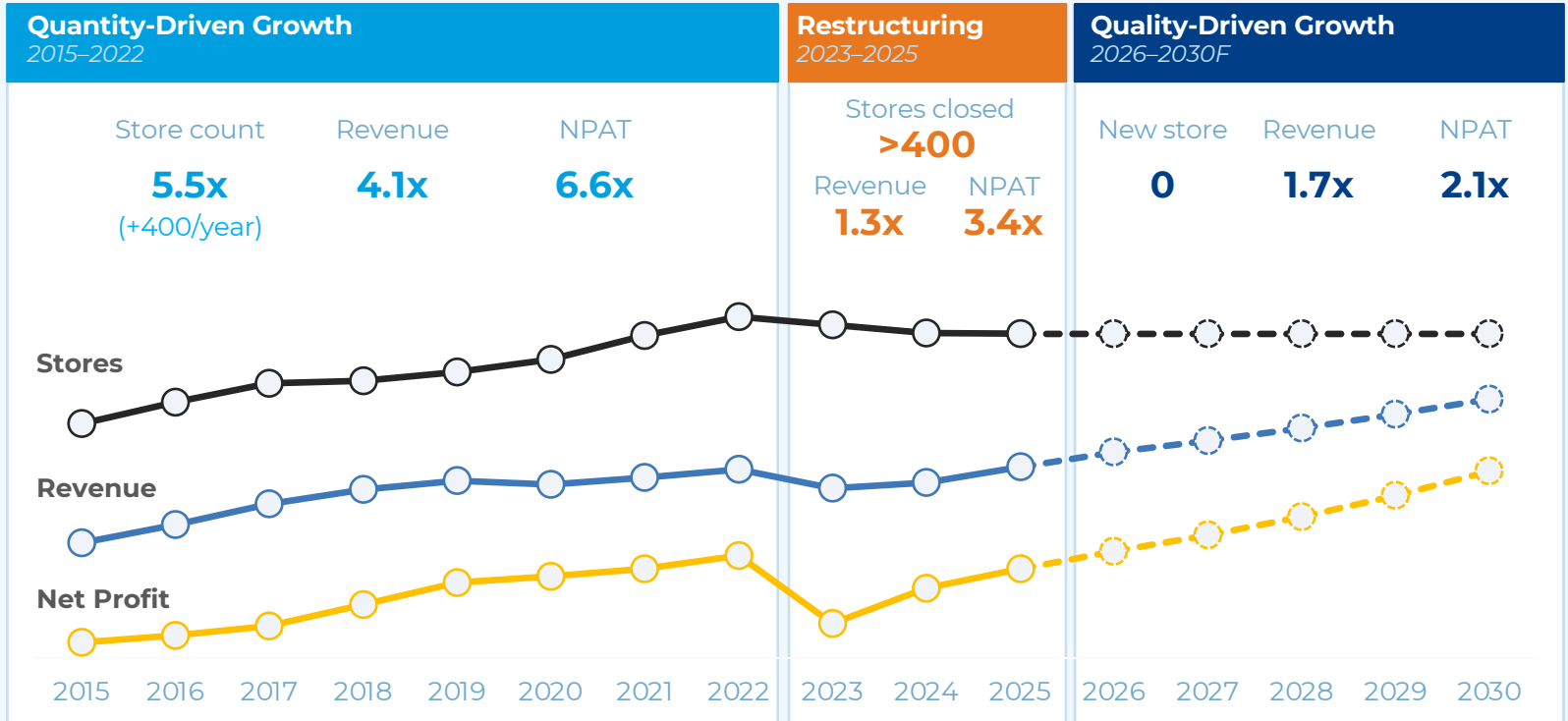
Revenue

1.7x

NPAT

2.1x

2026 2027 2028 2029 2030



5 Growth Pillars 2026–2030

CAPTURING THE FULL TECHNOLOGY CONSUMPTION LIFECYCLE

1 **QUALITY-DRIVEN GROWTH**
From new store openings → Deepening operational leverage on the existing platform

2 **NEW FINANCIAL – SERVICES ECOSYSTEM**
Becoming the trusted touchpoint for financial and daily services

3 **NEW DMX TECHNICIAN SERVICES**
From selling devices → Selling lifetime peace of mind, expanding beyond DMX

4 **NEW SUPER APP**
From a CRM app → An integrated multi-service platform

5 **NEW ERABLUE - #2 DMX IN INDONESIA**
Demonstrating the scalability of the DMX model across the region

Quality-Driven Growth

DEEPENING OPERATIONAL LEVERAGE ON THE EXISTING PLATFORM

STRATEGIC SHIFT

DMX transforms its business mindset

A sale is the end of a transaction



A sale is the beginning of the customer lifecycle

Competing on promotions & discounts



Competing on financial solutions & after-sales service

ACTION PLAN

Initiatives to optimise the existing platform

Strategic Products

Exclusive range, hard to find elsewhere

TopZone

International-standard model, a strategic bridge with Apple

Performance-Based Pay

Ownership mindset – driving performance & talent filtering

Technology Adoption

Cost optimisation & efficiency improvement across the chain

Service Culture

Customer-centric

Familyship Culture

Building long-term goals together with partners

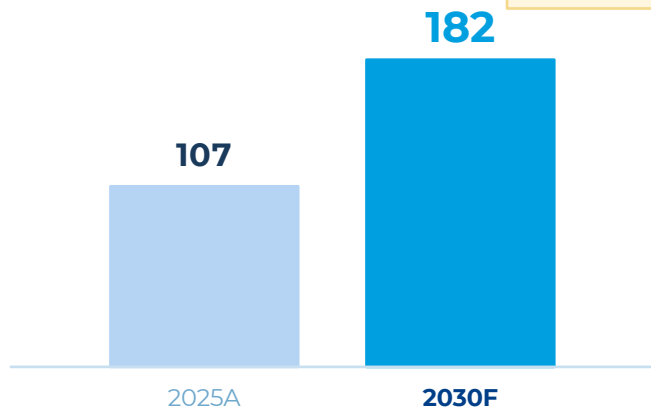
Quality-Driven Growth

REVENUE & NET PROFIT AT DOUBLE-DIGIT CAGR

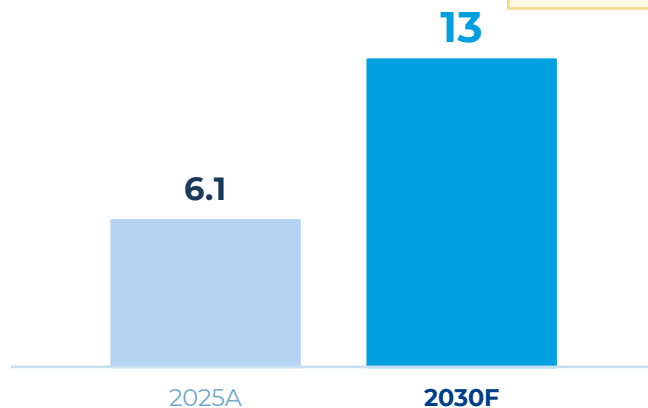
DMX'S OPERATION PRINCIPLES

- Don't trade off profit for growth
- NPAT growth to outpace revenue

Revenue¹ (VND tn)



Net Profit¹ (VND tn)



(1) FY25 consolidated revenue and net profit adjusted on a like-for-like basis, excluding the impact of An Khang and AvaKids, and including the contribution of the DMX Technician Services segment in FY25

Consumer Finance & Utility Services

PAYMENT SOLUTIONS MAKING PRODUCTS EASILY ACCESSIBLE & AFFORDABLE

DIVERSE PAYMENT OPTIONS

04 deferred payment solutions

01

Finance company

- Guaranteed credit availability – Approval rate **>80%**
- Simultaneous submission, approval within **1-3 minutes**

02

BNPL

- Aligned with youth consumption trends
- Pre-approved flexible credit limits

03

Credit card

- **18%** of adults own a credit card¹
- Available via **40+** partner banks

04

Cash loan

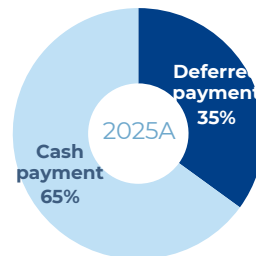
- Personal consumer loan service
- Transparent – competitive rates – fast approval

PAYMENT MIX SHIFT

Growing sales mix via deferred payment



Less upfront — Longer terms — 0% interest



~80% — DMX share in consumer financing for ICT/CE

(1) Fiingroup

Consumer Finance & Utility Services

CONVENIENCE SERVICES & BANKING AGENT

01

Utilities services

Payments for utilities bills

02

3,000+ ATM

*Cash deposit/
withdrawal/transfer for
40+ banks*

03

Massive traffic

*Footfall & recurring
cash flows through
DMX*

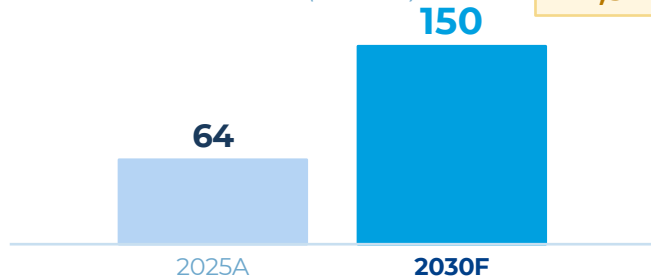
04

Super App integration

*Meeting online
payment needs*

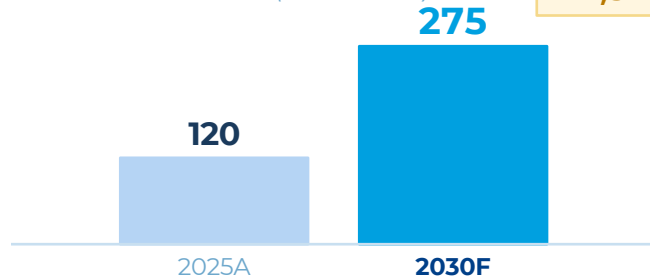
Transaction volume (millions)

2,3x



Transaction value (VND trillion)

2,3x



DMX Technician Services

DMX'S COMPETITIVE EDGE IN TECHNICIAN SERVICES



Service portfolio

Warehouse Logistics

Delivery & Install

Scheduled Maintenance

Warranty & Repair

Build & Maintenance

MARKET REALITY

Persistent pain points

- ✗ Opaque pricing, lack of transparency
- ✗ Inconsistent skill levels
- ✗ No single accountable party when issues arise

MARKET GAP

Opportunity for DMX to capture

- No #1 brand in home technician services yet
- No national standard for skills & service quality

COMPETITIVE ADVANTAGES

5 hard-to-replicate moats

01	8,000	DMX Technician staff <i>Uniform — standard process</i>
02	300 & 700	Warehouses & Trucks <i>Infrastructure ready to deploy</i>
03	3,000+	Store touchpoints <i>Nationwide coverage network</i>
04	18 million	Identified customers <i>Understanding needs through big data</i>
05	ERP, CRM, App	Operational technology <i>Modern management & dispatch systems</i>

DMX Technician Services

NEW & RECURRING REVENUE STREAMS



Transforming DMX Technician from a cost center to **a revenue & profit center**

01

Serving DMX customers: Recurring revenue

Full lifecycle care:

Buy → Use → Maintain → Upgrade



02

Serving external clients: New revenue

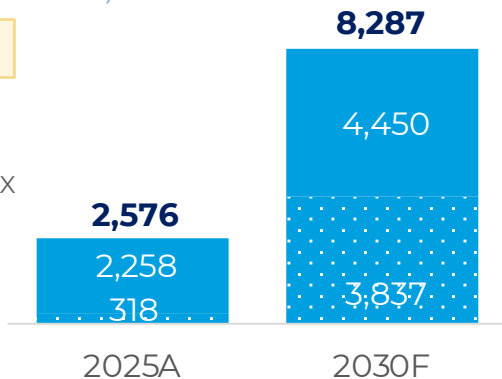
Home services for expanded customer base:

Retail, Manufacturers, Corporates

Revenue (VND billion)

CAGR **26%**

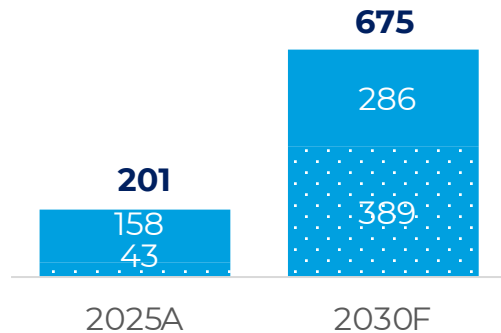
- DMX
CAGR **15%**
- Outside DMX
CAGR **65%**



Net profit (VND billion)

CAGR **27%**

- DMX
CAGR **13%**
- Outside DMX
CAGR **55%**



Super App

THE GOLDEN OPPORTUNITY FOR DMX TO BUILD ONLINE

Online-first is becoming the **an essential shopping behaviour**; store-channel advantages will erode over time without timely transformation



Previously DMX focused only on stores — this is the **golden opportunity** to double down on e-commerce

MARKET OPPORTUNITY

Large e-commerce market, fast-growing
~**VND430,000bn (\$16.3bn)**, +35% YoY

Revenue concentrated in **low-value items**

CE & ICT has **significant headroom** due to lack of consumer trust

E-commerce platforms **losing pricing** as fees rise

DMX'S DIFFERENTIATED ADVANTAGES

Trusted brand, authentic products

Multi-category retail ecosystem with **3,000+ physical touchpoints**

DMX **Technician** services & **deferred payment** solutions

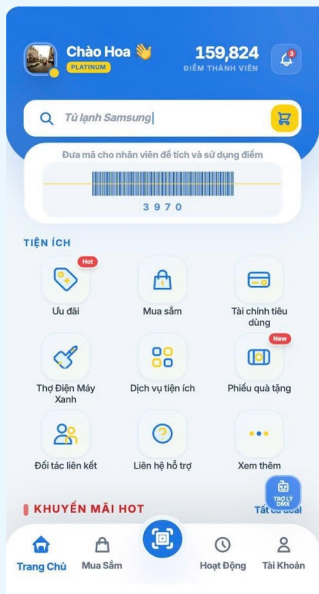
Database of **18 million verified customers**

Super App

DEVELOPING THE SUPER APP INTO THE ONLINE MEGASTORE

✓ Instead of selling everything, Super App will focus on what customers **need** and **serve them best**

SUPER APP



BECOMING AN ONLINE HYPERMARKET

Upgrading the QTV Customer Service App



Integrated multi-service platform

Not a traditional e-commerce marketplace selling everything



Building the Online Megastore — 100% control of experience, provenance, quality and pricing

Not focused on competing on price



Selling peace of mind, experience, shopping solutions & full lifecycle services

DEVELOPMENT ROADMAP

1

Online Megastore for CE & ICT

Starting from DMX's core product strengths

2

Multi-category Online Megastore

Expanding across the MWG ecosystem and beyond

3

Complete Online Megastore

Serving the majority of everyday consumer needs

SUPER APP REVENUE
(VND trillion)

CAGR **44%**

9

2025A

55

2030F

Erablue – The #2 DMX in Indonesia

PROVING THE SCALABILITY OF THE DMX MODEL ACROSS THE REGION



2022
Founded

#1 CE chain
In Indonesia

181 stores & 10 warehouses
2025 facilities

VND 3,700bn
2025 revenue

VND 54bn
2025 NPAT



Erablue – The #2 DMX in Indonesia

SUCCESS FACTORS & GROWTH OUTLOOK



FACTORS BEHIND ERABLUE'S SUCCESS

2 key levers

01 Large Indonesian market with significant headroom

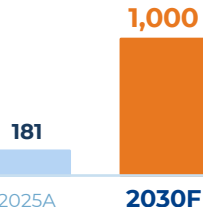
- Population ~3x Vietnam
- CE¹ market ~1/2 of VN, phones 1.5x VN
- 90% of CE market in traditional trade channel
- After-sales services underdeveloped

02 Distinctive model, well-received by local consumers

- Combined strengths of DMX & Erajaya
- Compact stores with street-front presence
- Competitive pricing strategy
- Superior after-sales: same-day delivery & installation, flexible returns

Store count

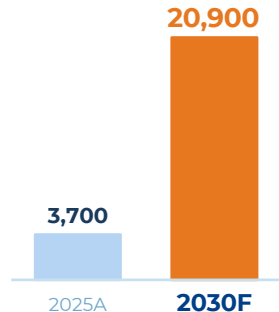
CAGR 41%



Revenue

(VND bn)

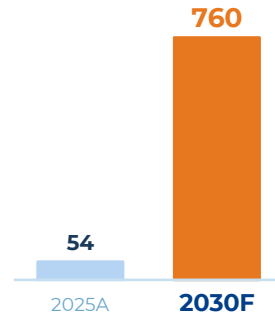
CAGR 41%



Net profit

(VND bn)

CAGR 70%



DMX Key Management Team

ALIGNMENT OF VISION AND EXECUTION

BOD



Nguyen Duc Tai
Chairman, BoD



Doan Van Hieu Em
Executive Director



Vu Dang Linh
Director



Robert Alan Willett
Director



Do Tuan Anh
Independent
Director



Vo Ha Trung Tin
Independent
Director

BOM



D.V.Hieu Em
CEO DMX



T.V. Hoang
BD Dir. CE



P. N.Tuyen
BD Dir. ICT



T. H.Hoang
BD Dir. Services



Q.V. Nam
Sales Dir.



Đ.T.Hieu
CEO DMX
Technician



H.K.Chi
CX Dir.



N.B. Tin
COO EBE

FUNCTIONAL HEAD



Đ.N.M.Vien
Implement
Dir.



L.T.Trang
CMO



V.L.Giang
IT Dir.



V.T.P.Thao
CA



H.H.Hung
IC Dir.



V.T.K.Phung
HR Dir.



H.K.Chi
CX Dir.



Đ.Q.Trung
Head of IR

CEO OFFICE



N.T.Hoa
CEO
Assistant

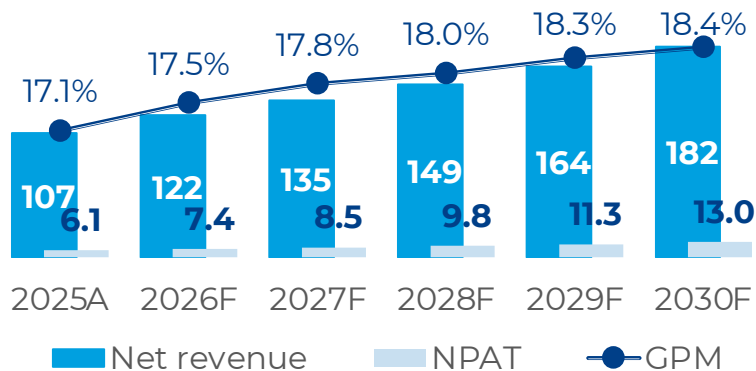


Đ.Q.Trung
Head of IR

2026–2030 Projections¹

DOUBLE-DIGIT COMPOUND GROWTH, GENEROUS DIVIDENDS

Revenue plan **+70%** and net profit **x2.1** over 5 years
(VND trillion)



+11%

Revenue CAGR

+16%

NPAT CAGR

50%

Minimum cash dividend payout

Pillar contributions to 2030 business plan

Pillar	Revenue	Gross profit	NPAT
Quality-driven Growth	+70%		+2.1x
Financial Services & Utilities	3%	15%	
DMX Technician	2%		5.2%
Super App	30%		
Erablue			3%

Note:

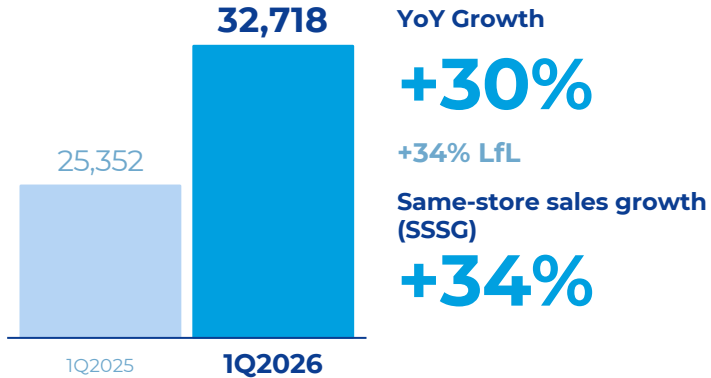
(1) Projected 2026–2030 financials exclude any proceeds benefit from the IPO.

(2) FY25 consolidated revenue and net profit exclude the impact of An Khang and AvaKids, and include DMX Technician.

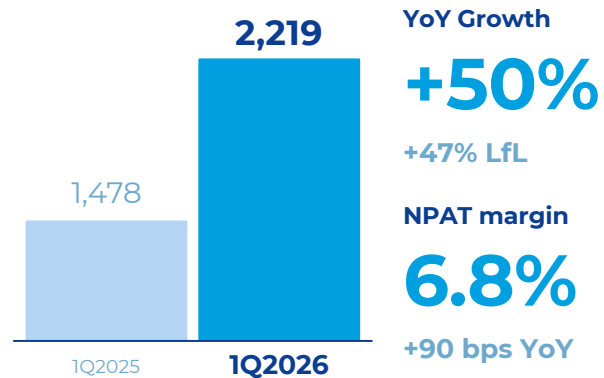
1Q2026 Results

ACCELERATING RIGHT FROM THE FIRST QUARTER

TOTAL REVENUE 1Q2026 (VND bn)



NET PROFIT AFTER TAX 1Q2026 (VND bn)



Annual guidance tracking - revenue Target: VND 122,500bn



27% of target achieved

Annual guidance tracking - NPAT Target: VND 7,350bn



30% of target achieved

5M2026 Results

WELL ON TRACK WITH 1Q2026



CONSOLIDATED REVENUE 5M2026

VND **54,644** bn

Growth

+33% YoY

SSSG

33%

Erablue

+93% YoY

Annual guidance tracking - revenue

Target: VND 122,500 bn

45% of target achieved

STORE NETWORK

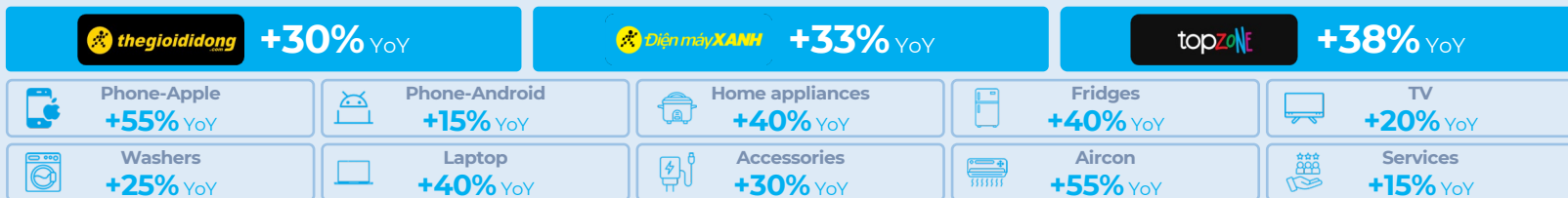
Chain	Store count	YoY change	YTD change
Dien may Xanh	2,004	-21	-4
Thegioididong.com	927	-3	+0
TopZone	85	+0	+0
Erablue (Indonesia)	245	+138	+64
Total (DMX)	3,261	+114	+60

5M2026 Results

ALL 5 GROWTH PILLARS CONTRIBUTING WELL TO OVERALL GROWTH

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 Financed sales growth
39% (2025: 35%) **+49%** YoY
 96% financing eligibility rate across products, easing affordability

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

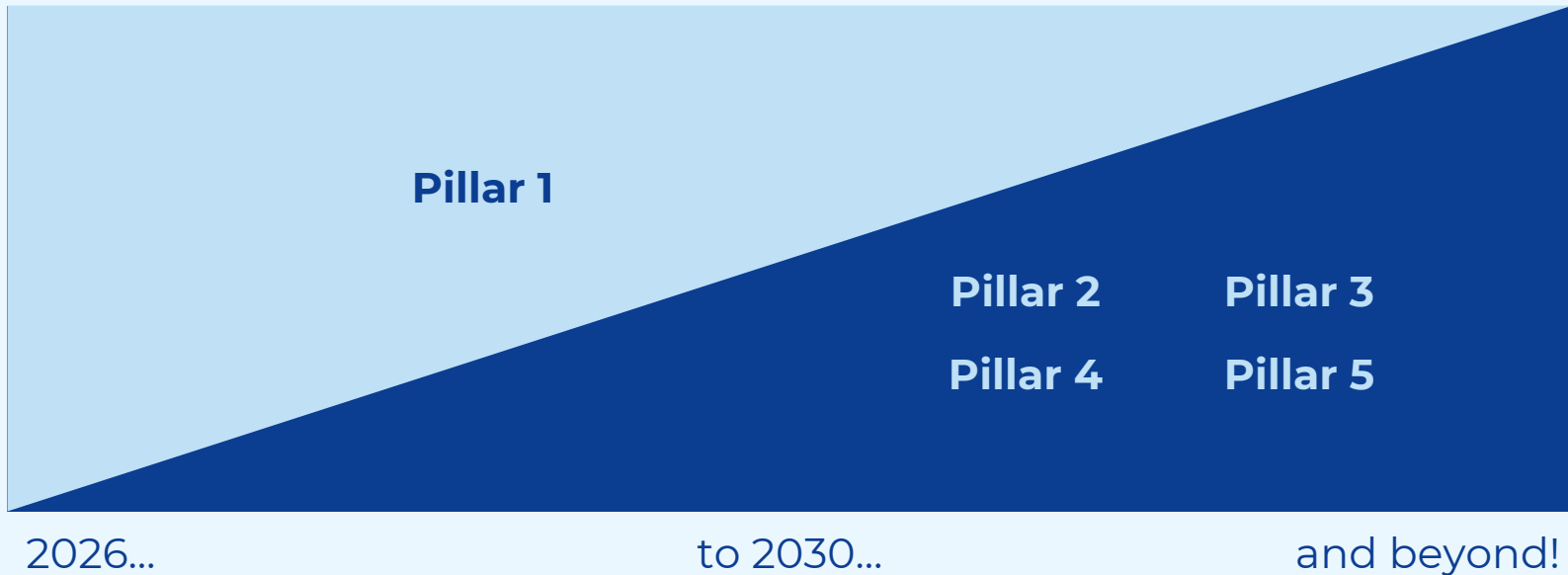
SSSG
19%

STORE COUNT
245
 +64 YTD • +138 YoY

TARGET STORE COUNT IN 2027 & 2030
500 & 1,000

CONTRIBUTION BY PILLARS IN LONG RUN

NEW PILLARS WILL GRADUATE AND INCREASE IMPACT TO GROWTH



WHAT'S IN IT FOR DMX INVESTORS?

x2

—

NPAT
2030 vs 2025

80%

—

DMX share in
consumer
financing for
ICT/CE

DMX
Technician

—

From a cost
center
→ revenue &
profit center

\$16.3B
<10%

—

E-com.
market value
Current mix
from ICT/CE

DMX
#2

—

Erablue in
Indonesia

VND4,000
per share
+
≥50%
NPAT

—

Cash dividend
for FY2026



7.00% ▲

7.00% ▲

VN - INDEX
2,026.30
+12.72 +1.00%

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THE FIRST IPO

MULTI-BILLION DOLLAR IN 2026

3.37%
2.000

3.37%
2.000

3.85%

3.85%



W: <https://www.dmx.vn/> | E: investor@dienmayxanh.com