

# BUSINESS RESULTS — 6 MONTHS 2026

## SUMMARY

DMX posted VND 65,279bn in revenue for 6M2026, +31% YoY<sup>1</sup>, completing 53% of the annual target and on track with plan. Growth was broad-based across all chains and product categories driven by 32% SSSG. Revenue from financed sales surged 49% YoY and accounted for 38% of total revenue, with a 96% financing eligibility rate across products. Erablue posted 92% YoY revenue growth on 17% SSSG and 146 new store openings.

## FINANCIAL & OPERATIONAL HIGHLIGHTS

### TOTAL REVENUE

# VND 65,279<sub>bn</sub>

### REVENUE GROWTH

# 31% YoY<sup>1</sup>

### SSSG

# 32%

### ERABLUE REVENUE GROWTH

# 92% YoY

### ANNUAL GUIDANCE TRACKING — REVENUE

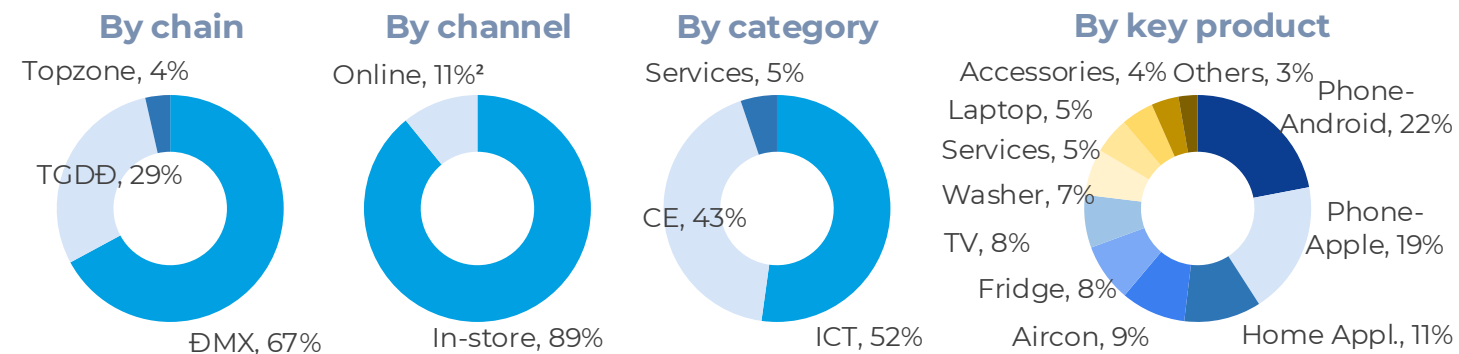
53% of full-year guidance complete

Full-year guidance: VND 122,500bn

## STORE NETWORK

Chain	Store count	YoY change	YTD change
Dien May Xanh	2,005	-18	-3
The Gioi Di Dong	924	-6	-3
TopZone	84	-1	-1
Erablue (Indonesia)	261	<b>+146</b>	<b>+80</b>
<b>Total (DMX)</b>	<b>3,274</b>	<b>+121</b>	<b>+73</b>

## REVENUE MIX (EXCL. DMX TECHNICIAN)

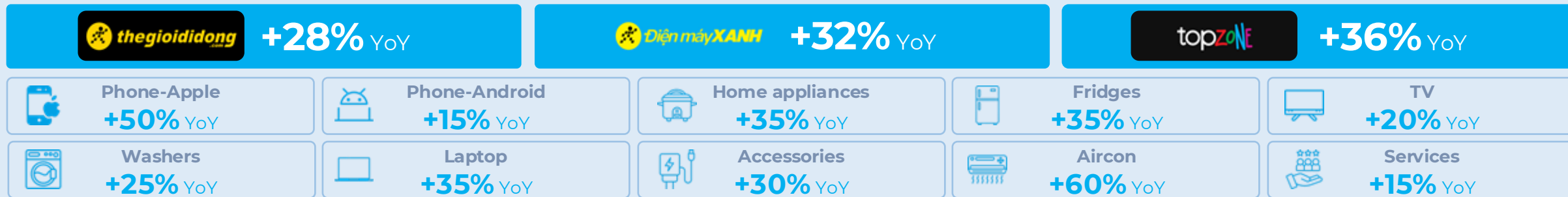


<sup>1</sup>LfL change excluding the impact of An Khang and AvaKids, and including DMX Technician; <sup>2</sup>Including Super App & Other online channels

# 5 GROWTH PILLARS — 6 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 50% YoY increase in Apple sales. Other key categories delivered 15-60% YoY growth, with Aircon accelerating on summer seasonality.



## Pillar 2 CONSUMER FINANCE & UTILITY SERVICES

Revenue mix from financed sales

**38%** (2025: 33%)

96% financing eligibility rate across products, easing affordability

Financed sales growth

**+49%** YoY

Total GMV of utility payments & agent banking services

**VND 56trn**

+7% YoY · 36 million transactions (+11% YoY) · Available at 3,000+ DMX stores

## Pillar 3 DMX TECHNICIAN

Total revenue

**VND 1,892bn**

+4.7% YoY

In which, rev. from external clients

**VND 179bn**

+19% YoY · 10% of DMX Technician rev.

## Pillar 4 SUPER APP & ONLINE

Super App & Other online channels

**VND 7,084bn**

11% of total DMX revenue

Super App members

**18.9mn**

+1mn members YTD

## Pillar 5 ERABLUE: “The 2<sup>nd</sup> DMX” in Indonesia

 REVENUE

**IDR 1,888bn**

+92% YoY

SSSG

**17%**

STORE COUNT

**261**

+80 YTD · +146 YoY

TARGET STORE COUNT IN 2027 & 2030

**500 & 1,000**