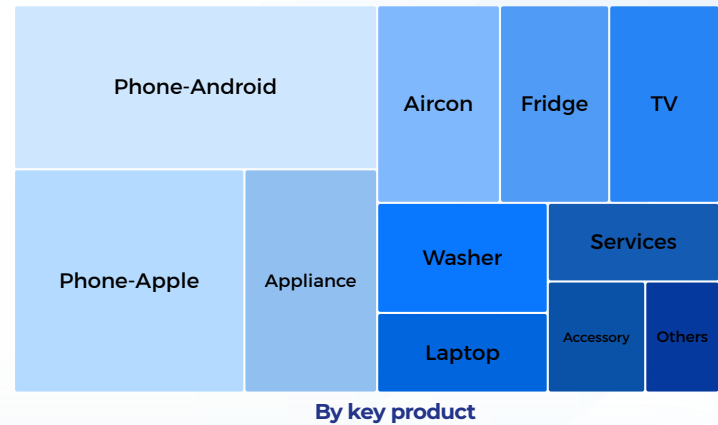
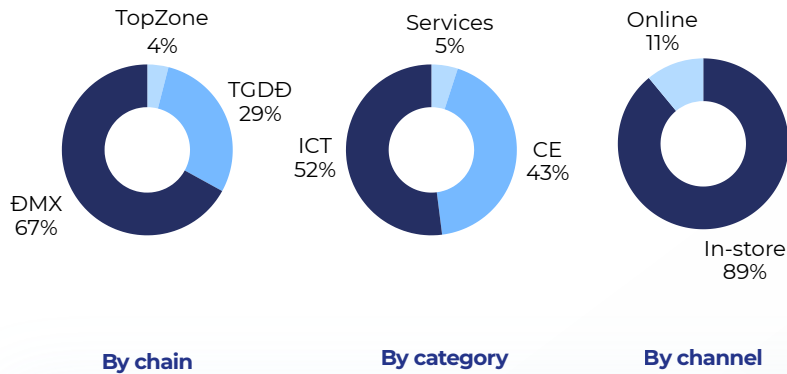


DMX posted revenue of **VND 75,474 billion, + 29% YoY** and completing **62% of the annual target**. Growth was broad-based across all chains & product categories driven by a **30% SSSG**. Deferred payment sales surged **47% YoY**, accounting for **38% of total revenue**. Erablue posted **89% YoY** revenue growth on a **15% SSSG** and **157 new store openings**.

Store network	
	2,002
	921
	84
	283
	3,290

REVENUE MIX (EXCL. DMX TECHNICIAN)



05 GROWTH PILLARS

01 Quality-driven growth

All chains in Vietnam posted double-digit revenue growth despite opening no new stores: **Topzone** let the way (Apple **+ 48% YoY**), while key categories **+ 15-55% YoY** (with *aircon* accelerating due to summer demand).

02 Consumer finance & Utility services

- Consumer finance:** Deferred payment revenue **+ 47% YoY** (accounting for 38%), applied across 97% of products.
- Utility services:** Total transaction value posted **VND 65,000 billion (+7% YoY)**, **43 million (+11%)** across more than **3,000 stores**.

03 Dien May Xanh Technician

Revenue posted VND **2,177 billion (+43% YoY)**; revenue from external clients posted **VND 234 billion (+29%)**, accounting for 11%.

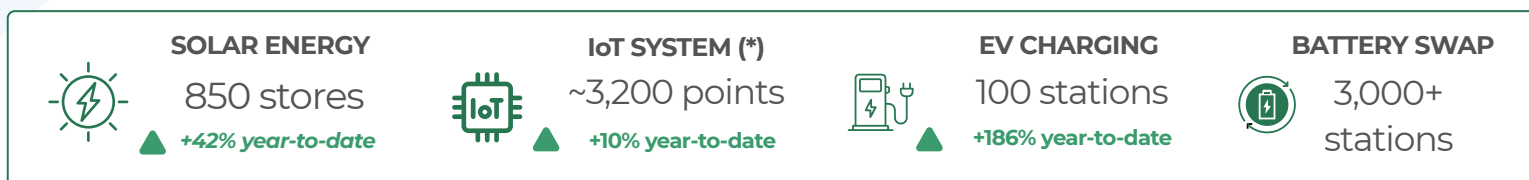
04 Supper App & Website

Revenue posted **VND 9,564 billion** (13% total revenue), with **19 million members (+1 million)** compared to the beginning of the year).

05 EraBlue

Revenue surged **+ 89% YoY**, **SSSG + 15%**, opened **157 new stores**, becoming a new engine for scaling alongside Vietnam.

DMX - 7M2026 ESG INITIATIVES



(*) Energy-saving devices and security monitoring systems deployed across stores and warehouses.



DMX Concludes Initial Public Offering

Dien May Xanh JSC (DMX) completing its IPO, successfully raising **VND 13,315 billion** (~\$500M). Its charter capital raised to **VND 12,677 billion**, further reinforcing its leading position in the CE/ICT retail sector. The large-scale transaction attracted nearly **60 international investment funds** amid market fluctuation, proving that DMX's asset quality satisfies the stringent standards of institutional global investors.



Humanitarian Blood Donation Spreading Red Drops Of Love

On July 8, 2026, **Dien May Xanh Hanoi Office** (286 Nguyen Xien) held the blood donation program “**Sharing Red Drops of Love**”, drawing wide staff participation, showcasing social responsibility and community care.



Dien May Xanh x Panasonic Old Exchange - Get New Battery

Community old-battery recycling program from July 31 to Aug 2, 2026: Customers bringing at least **4 used batteries** receive **4 new Panasonic NEO carbon-zinc batteries free**. The initiative drives e-waste recycling and environmental protection.



The Gioi Di Dong x Dien May Xanh Donates VND 1 Billion To Orphaned Students

On June 20, 2026, at **Techworld by The Gioi Di Dong 2026**, **The Gioi Di Dong x Dien May Xanh** awarded **100 scholarships** (scheduled for early September 2026) worth VND 1 billion to students orphaned by COVID-19 via Thanh Nien Newspaper's "Accompanying Children on Their Life Journey" program, aiming to motivate them for the new school year and spread love to the community.



TGDD x DMX Accompanies The 2026 Exam Season Support Program

On June 11, 2026, **The Gioi Di Dong x Dien May Xanh** set up free water booths near national high school exam sites to support test-takers and families on crucial exam days, spreading youth-companion spirit to society.



TopZone Accompanies The 2026 UEF President Competition

On June 24, 2026, **TopZone** participated as a Gold Sponsor at **The UEF President Competition 2026**, with the role of bringing the Apple ecosystem to students while fostering learning, creativity and career development for the youth.