



BUSINESS RESULTS — 7 MONTHS 2026

SUMMARY

DMX posted VND 75,474bn in revenue for 7M2026, +29% YoY¹, completing 62% of the annual target and on track with plan. Growth was broad-based across all chains and product categories driven by 30% SSSG. Revenue from financed sales surged 47% YoY and accounted for 38% of total revenue, with a 97% financing eligibility rate across products. Erablue posted 89% YoY revenue growth on 15% SSSG and 157 new store openings.

FINANCIAL & OPERATIONAL HIGHLIGHTS

TOTAL REVENUE

VND 75,474_{bn}

REVENUE GROWTH

29% YoY¹

SSSG

30%

ERABLUE REVENUE GROWTH

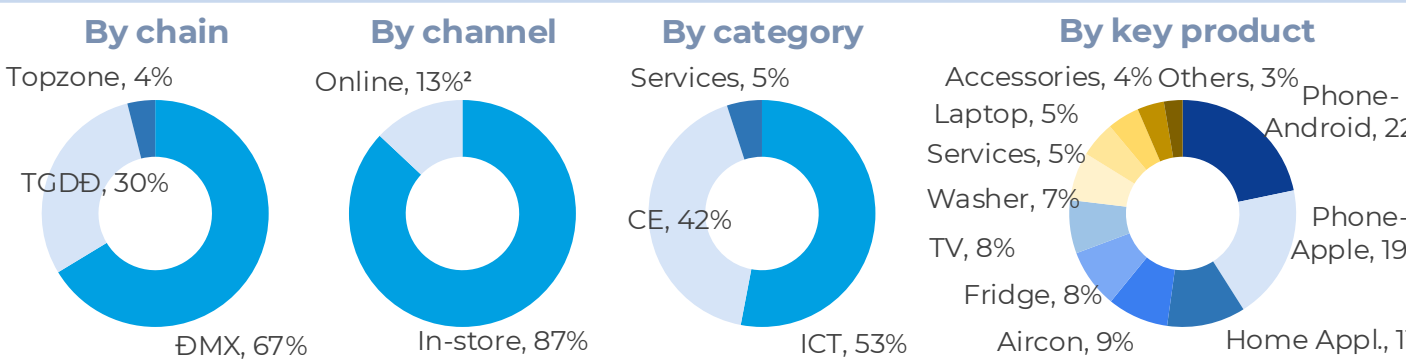
89% YoY



STORE NETWORK

Chain	Store count	YoY change	YTD change
Điện Máy Xanh	2,002	-20	-6
Thế Giới Di Động	921	-8	-6
TopZone	84	-1	-1
Erablue (Indonesia)	283	+157	+102
Total (DMX)	3,290	+128	+89

REVENUE MIX (EXCL. DMX TECHNICIAN)



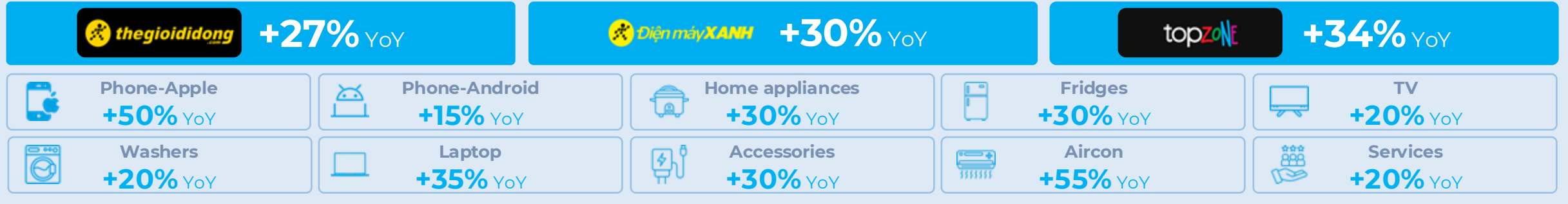
¹LfL change excluding the impact of An Khang and AvaKids, and including DMX Technician; ²Including Super App & Other online channels



5 GROWTH PILLARS — 7 MONTHS 2026

Pillar 1 QUALITY-DRIVEN GROWTH

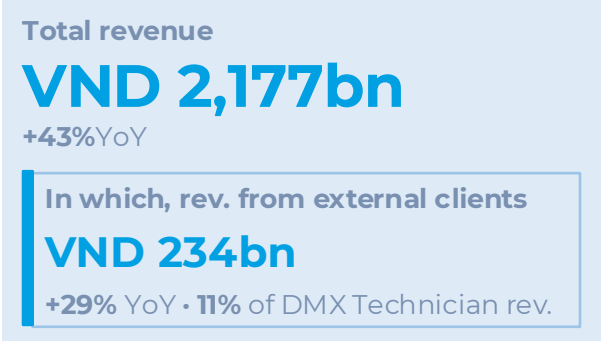
All chains in Vietnam posted double-digit revenue growth despite no new store openings, with TopZone delivering the strongest performance driven by a 48% YoY increase in Apple sales. Other key categories delivered 15-55% YoY growth, with Aircon accelerating on summer seasonality.



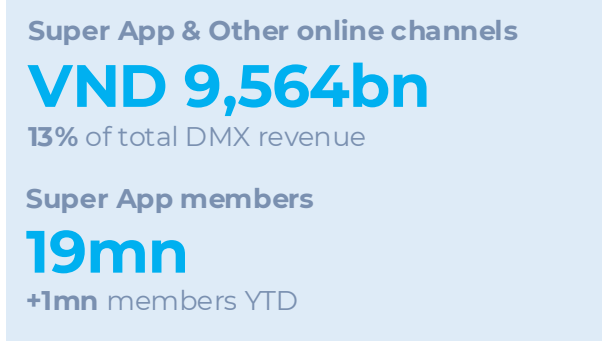
Pillar 2 CONSUMER FINANCE & UTILITY SERVICES



Pillar 3 DMX TECHNICIAN



Pillar 4 SUPER APP & ONLINE



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

