



DMX Investment JSC

Vietnam's No.1 ICT and Consumer Electronics Retailer

HOSE: DMX · Listed 6 August 2026

A consolidated market leader that turned scale into profitability, with five live routes to compound it.

01	02	03	04	05
Scale that cannot be replicated	Profitability rebuilt, not a cycle peak	Capital-light growth	Five growth pillars already earning	Cash returned from day one
3,000+ stores across Vietnam, more than all other competitors combined, and 300+ in Indonesia. Twenty years of site selection and supplier relationships that capital alone cannot buy quickly.	Closing 400+ stores removed the loss-making tail. TTM to Jun-26 net profit is 5.8x the 2023 level on 42% more revenue, and margin gains came from mix, not from one-off pricing.	Stores are leased and largely depreciated, so growth comes from existing floor space. Capex runs near 0.1% of revenue and the company sits in net cash.	Consumer finance, after-sales, online and Indonesia each have revenue today, and are financed from operating cash flow rather than new capital.	Board policy distributes at least half of net profit in cash. A 10% cash yield on IPO price and a 1:1 stock dividend are expected within 12 months post-IPO.
#1 market share in VN for ICT/CE retail and #1 in ID for CE retail	Net margin 1.5% to 7.5%, FY2023 to 1H2026	1H2026 SSSG +30%, no net new stores	2026-30f CAGR: revenue +11% and net profit +16%	Minimum 50% cash payout ratio

US\$2.5bn

1H26 revenue, up 27%

US\$186mn

1H26 net profit, up 73%

7.5%

1H26 net margin, up 2.0pp

~0.1%

Capex as a share of revenue

01	Who we are	Vision and values, group structure, snapshot, development journey
02	Market	Macro backdrop, market size, structural tailwinds, competition
03	Business model	Value chain, retail philosophy, three chains, Apple Tier 1
04	Growth pillars	Five pillars to 2030, from quality-driven growth to Erablue
05	Financials and shareholder returns	Performance, profitability, board, dividends, share data

Vision and Core Values



OUR VISION

“To be the most loved destination for technology and consumer electronics, creating lasting value for customers, partners and shareholders.

OUR COMMITMENT

Standing alongside Vietnamese families, and extending that value across the region, with dedicated service and sustainable value for customers and shareholders.

OUR FIVE CORE VALUES

01 Dedicated to customers

02 Integrity

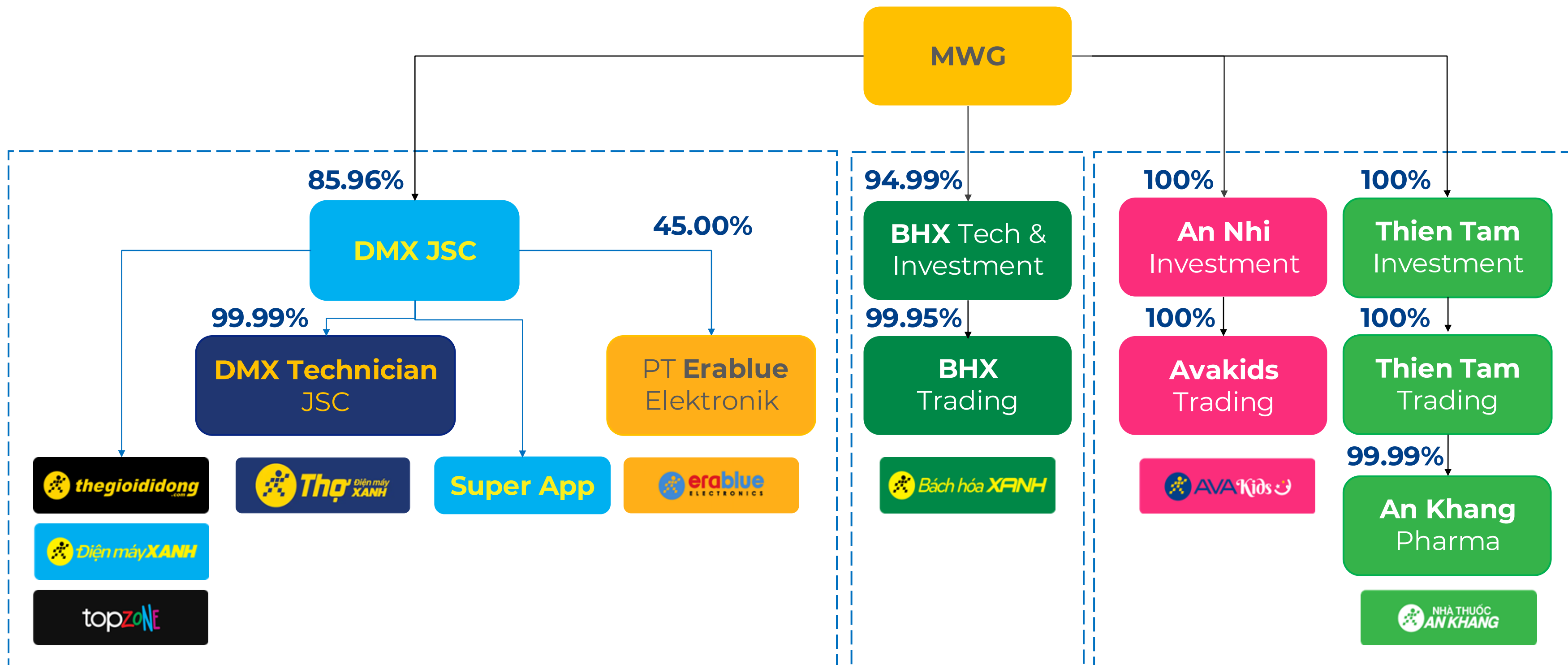
03 Care for and support our teammates

04 Honesty in money and in every relationship

05 Passion in our work



Group Structure





Since 2004

20+ years operating

#1

Market share in ICT and CE retail

3,340

Stores in Vietnam (nationwide coverage) and Indonesia

~40mn

Customers in the group database

30,000+

Employees

US\$4.7bn

Revenue, TTM to Jun-26

US\$300mn

Net profit, TTM to Jun-26

US\$3.7bn

Market cap (HOSE: DMX), 5 Oct 2026



Share Information

A US\$500mn IPO backed by global funds, with cash returns from year one.

HOSE: DMX

SHARE PRICE, 5 OCT 2026

VND 77,000

US\$2.94 per share, IPO price VND 80,000

Listing date	6 Aug 2026
Shares outstanding	1,267.7mn
Market cap	US\$3.7bn
Free float	~14%
Foreign ownership limit	49%
Foreign room available	40%
Avg daily value traded	US\$1.1mn
Avg daily volume	351k shares

IPO RESULTS

US\$500mn

Raised, VND 13.3tn

93%

Of the offer placed

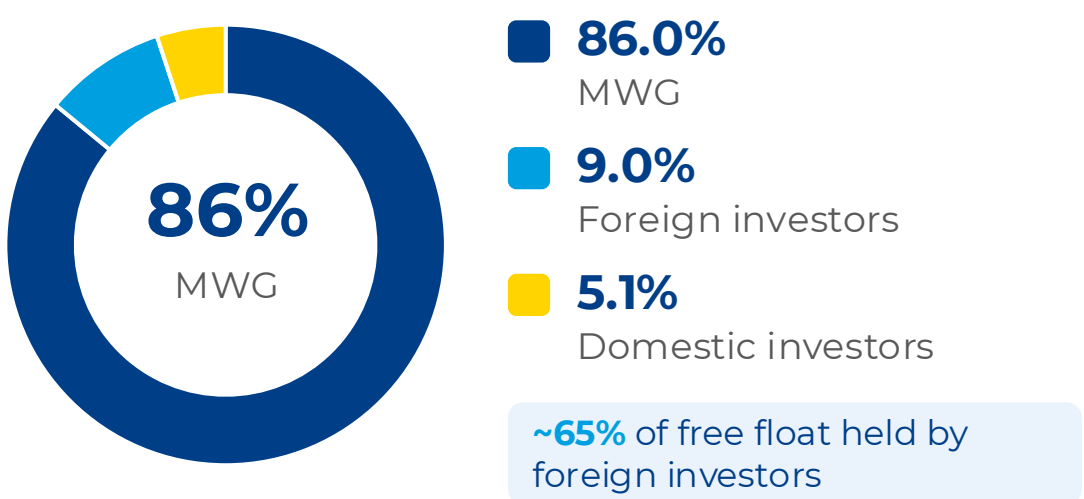
~60 funds

73% overseas demand

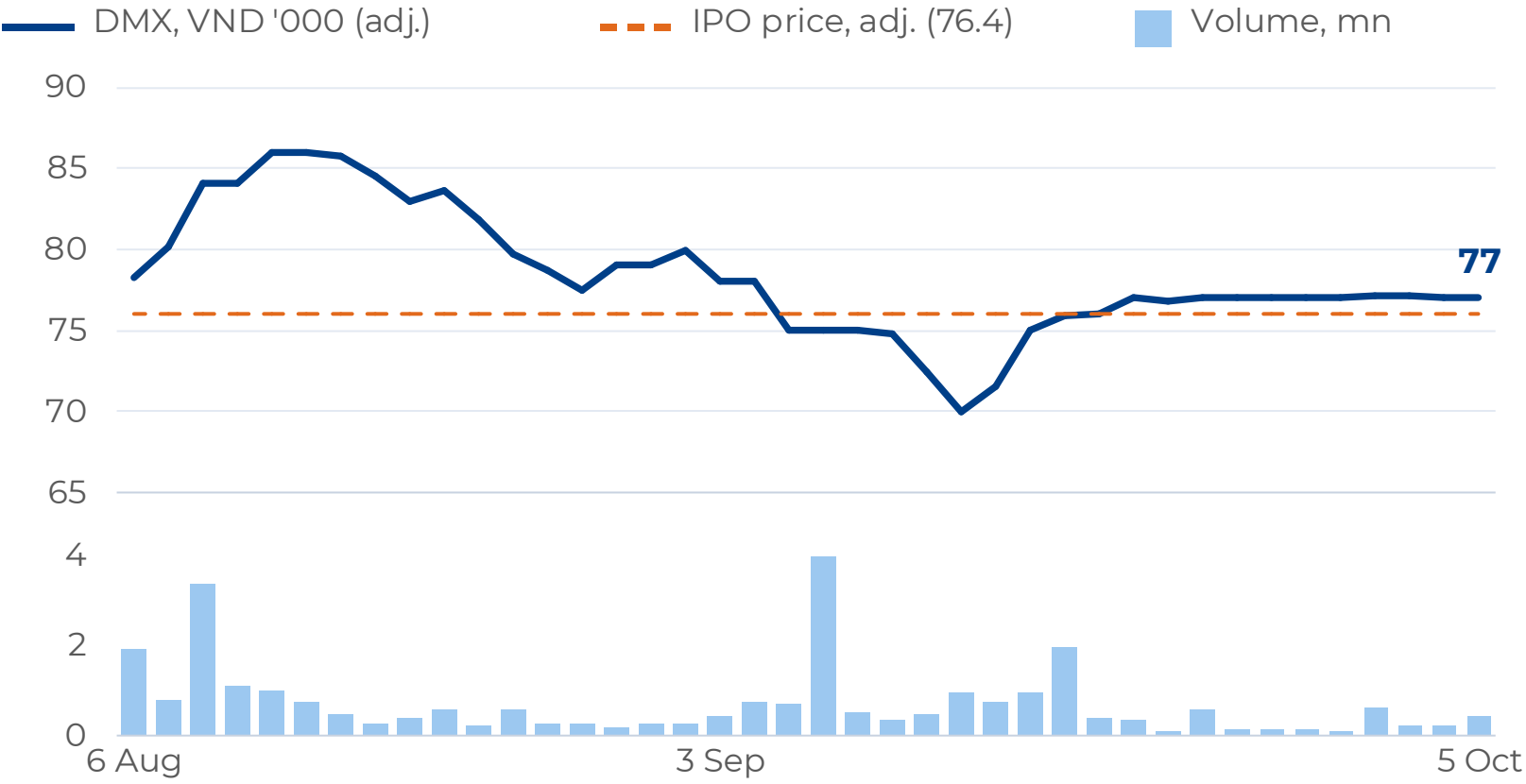
~2,600

Individual investors

SHAREHOLDER STRUCTURE



SHARE PRICE AND VOLUME SINCE LISTING



VALUATION

12.4x

P/E, TTM Jun-26

4.3x

P/B

10.4%

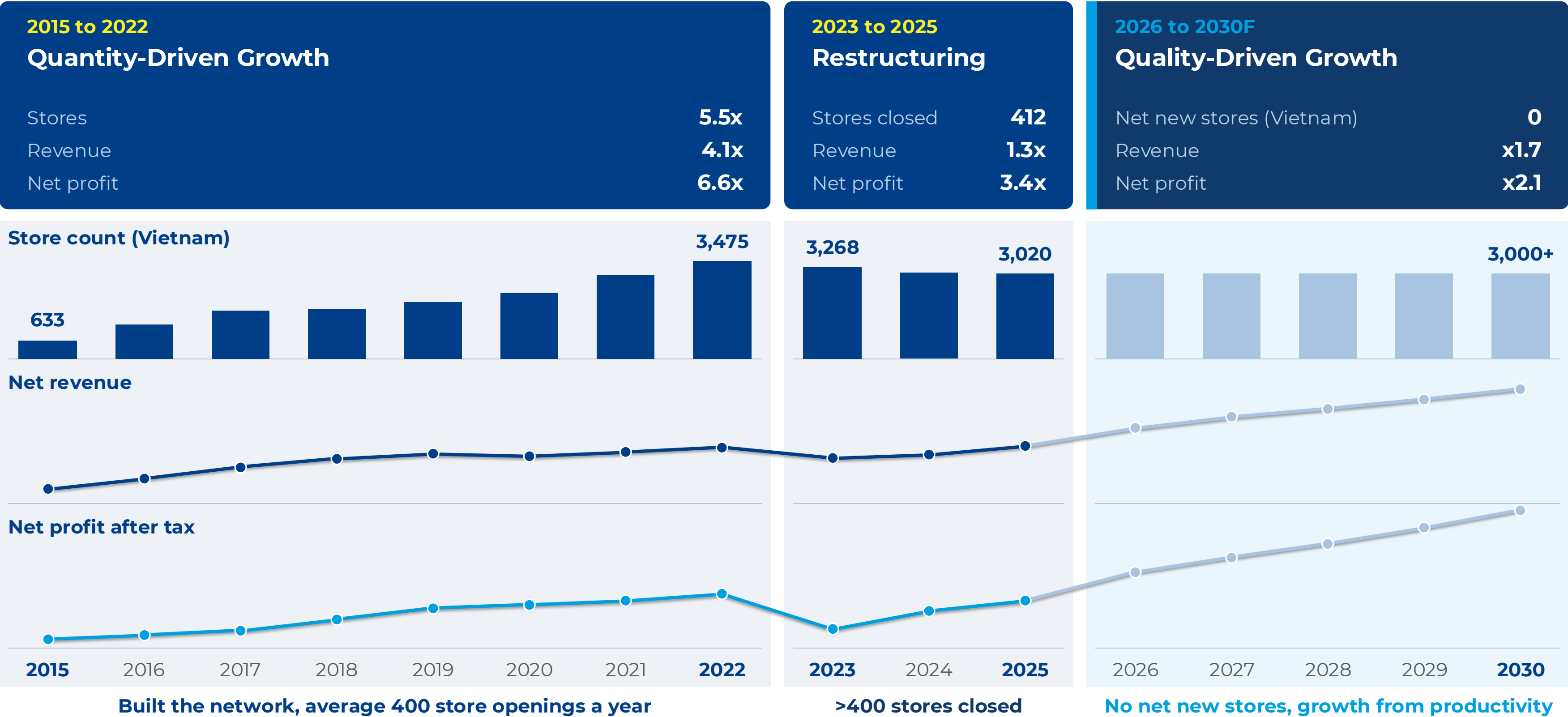
Dividend yield, 12M post-IPO

Market data at 5 Oct 2026 (HOSE, CafeF). Liquidity is the average of matched trades since listing on 6 August 2026. P/E on TTM Jun-26 net profit. Dividend yield on the VND 8,000 cash dividend expected within 12 months post-IPO. Prices adjusted for the VND 4,000 cash dividend. Converted at VND 26,190 per US\$.



Development Journey

Built the network, then optimized it, and margin expansion followed





Vietnam: A High-Growth Economy Entering a New Era

+9.01%

GDP growth, 9M2026; Q3 +9.95%, the fastest quarter this year

+8.02%

GDP growth, full year 2025

+4.52%

Average CPI, 9M2026; core inflation +4.26%

+13.4%

Retail sales of goods and services, 9M2026

Growth that outpaces the region

- National target of **10%** annual GDP growth over 2026 to 2030
- Growth running **1.6x to 2x** faster than major regional peers
- Average worker income of **US\$347** a month in 9M2026, up 9.1% YoY
- Registered FDI of **US\$50.4bn** in 9M2026, up 76% YoY; realised FDI US\$21.1bn, up 12%
- Industrial production up **12.3%** and manufacturing up 12.9% in 9M2026

Infrastructure at record scale

US\$40bn

Public investment plan for 2026

- **5,000km** of expressway and **~290km** of metro targeted by 2030 (today: 3,345km and ~40km)
- **Long Thanh International Airport** opens in Q4 2026 with 25mn passengers of first-phase capacity, rising to 100mn at full build
- **Ports:** Cai Mep Ha (US\$2bn, broke ground July 2026, 10.8mn TEU by 2034) and Can Gio transshipment hub (US\$5bn, with MSC)
- **Rail:** North-South high-speed line (1,541km, groundbreaking by end-2026) and Lao Cai-Hanoi-Hai Phong line (US\$11bn, by 2030)

Reform and formalisation

63 → 34

Provinces and cities, effective 1 July 2025

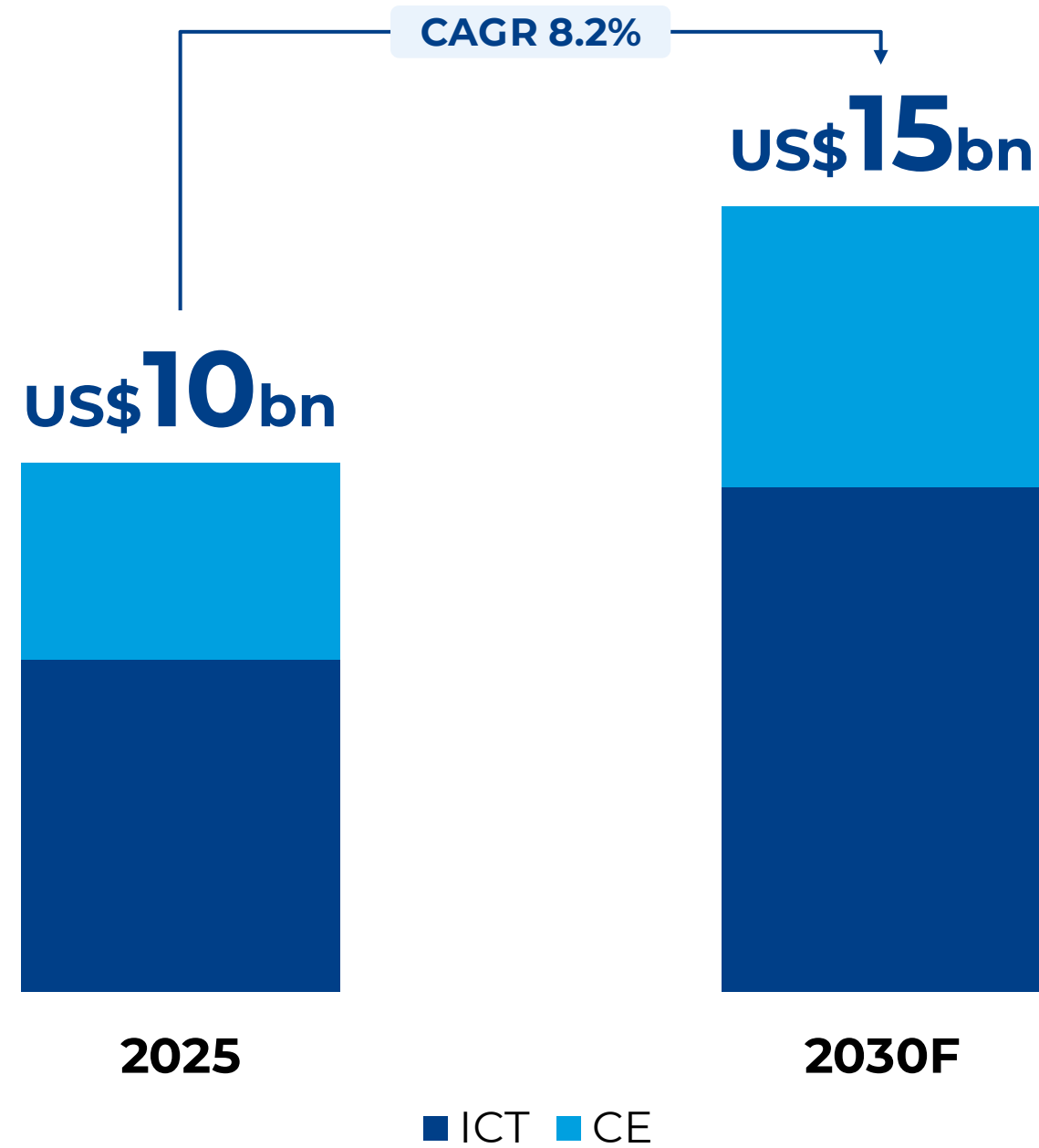
- **Two-tier** local government replaces three tiers, cutting bureaucracy to accelerate growth
- **Crackdown on the grey market**, covering counterfeits, off-invoice trade and pirated software and content, levelling the field for compliant players
- **International Financial Centre** in HCMC and Da Nang widens access to global capital; in the GFCI (Sep 2026) HCMC rose 17 places to 67th, Da Nang entered at 71st

Rising incomes, faster logistics and a formalising market reduce the cost of serving a nationwide store network.



A US\$15 Billion Market Growing Faster Than Any in Southeast Asia

Market size, US\$ million



8.7%
2025-2030f CAGR, ICT

7.3%
2025-2030f CAGR, CE

Highest growth in Southeast Asia

Vietnam's 8.2% forecast CAGR to 2030 leads the region. ICT grows at 8.7% and consumer electronics at 7.3%.

Second largest market by 2030

Behind Indonesia only, and ahead of Thailand, Malaysia and the Philippines.

Growth is value-led, not volume-led

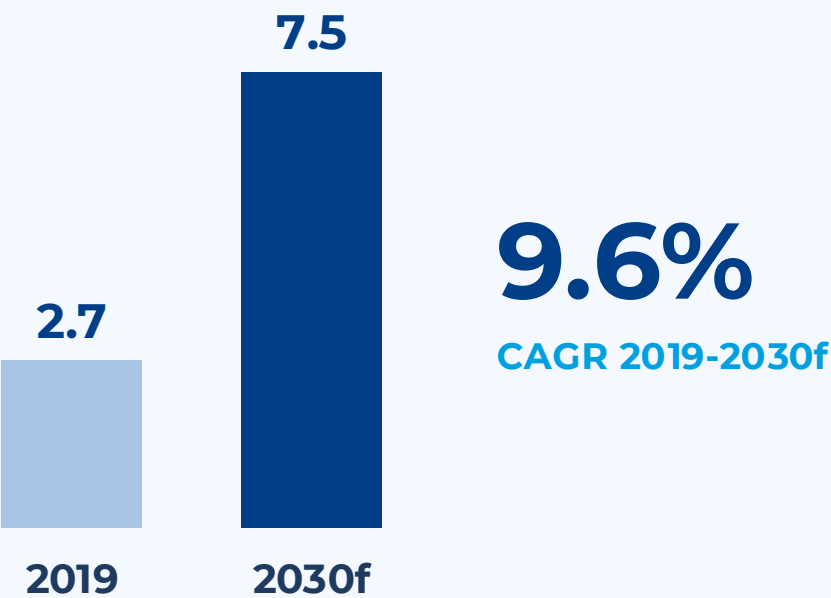
In 1H2026 the sector grew approximately 25% in value against 10% in volume. Consumers are trading up, which favours a retailer positioned on experience rather than price.

Market size sourced from third-party research. Sector growth for 1H2026 per GSO, GfK Vietnam and DMX estimates.

Three Structural Tailwinds

1. Incomes are rising

Households earning ≥\$10k/year (mn households)



PERSONAL INCOME TAX REFORM

Effective 1 July 2026 (US\$/month)

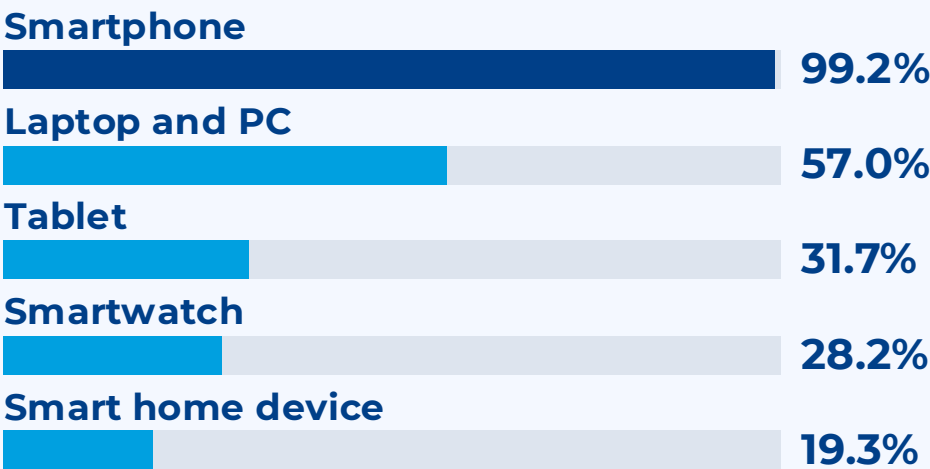
Personal deduction/mth	420 → 590
Dependant deduction/mth	170 → 240
Number of tax brackets	7 → 5

Deductions up roughly **41%**

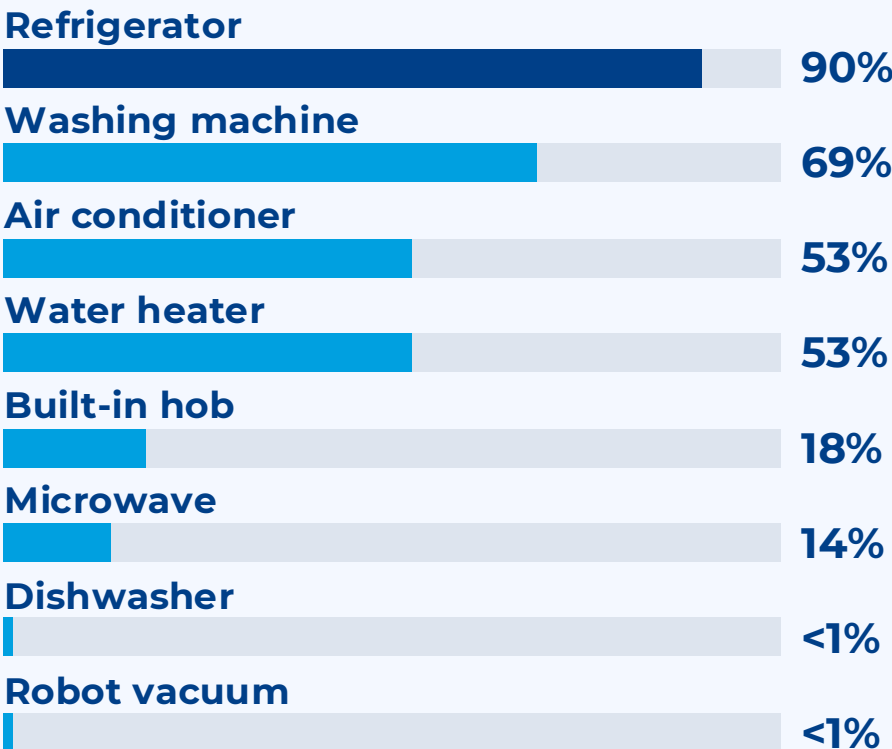
2. Ownership has room to run

■ ASP-led growth ■ ASP and volume growth

ICT



Consumer electronics



3. Financing converts intent

Vietnam's outstanding consumer loans for durables grew from US\$7.7bn in 2020 to US\$22.0bn in 2025, across all lenders.

23%

Durables loan CAGR 2020-25

50%

Of DMX customers consider financing

80%

DMX share in ICT/CE consumer finance

Sources: (1) Household income: third-party research. (2) ICT: GWI/DataReportal (2026); CE: GSO (2024) for refrigerator, washing machine, air conditioner and water heater, Euromonitor (2025) for other categories. (3) Durables loans: Euromonitor (2025), outstanding balance across all lenders; customer and market share data: DMX (market share is a DMX estimate).



End to End, From Sourcing to Service



ERP · Scale with control

Real-time inventory and cost visibility across the network, supporting faster data-driven decisions from purchase order to shelf.

CRM · Drive lifetime value

Centralized customer data, personalized engagement across channels, and repeat purchase driven by targeted offers and post-sales service.

BRAND PARTNERS · Direct relationships with every major global brand

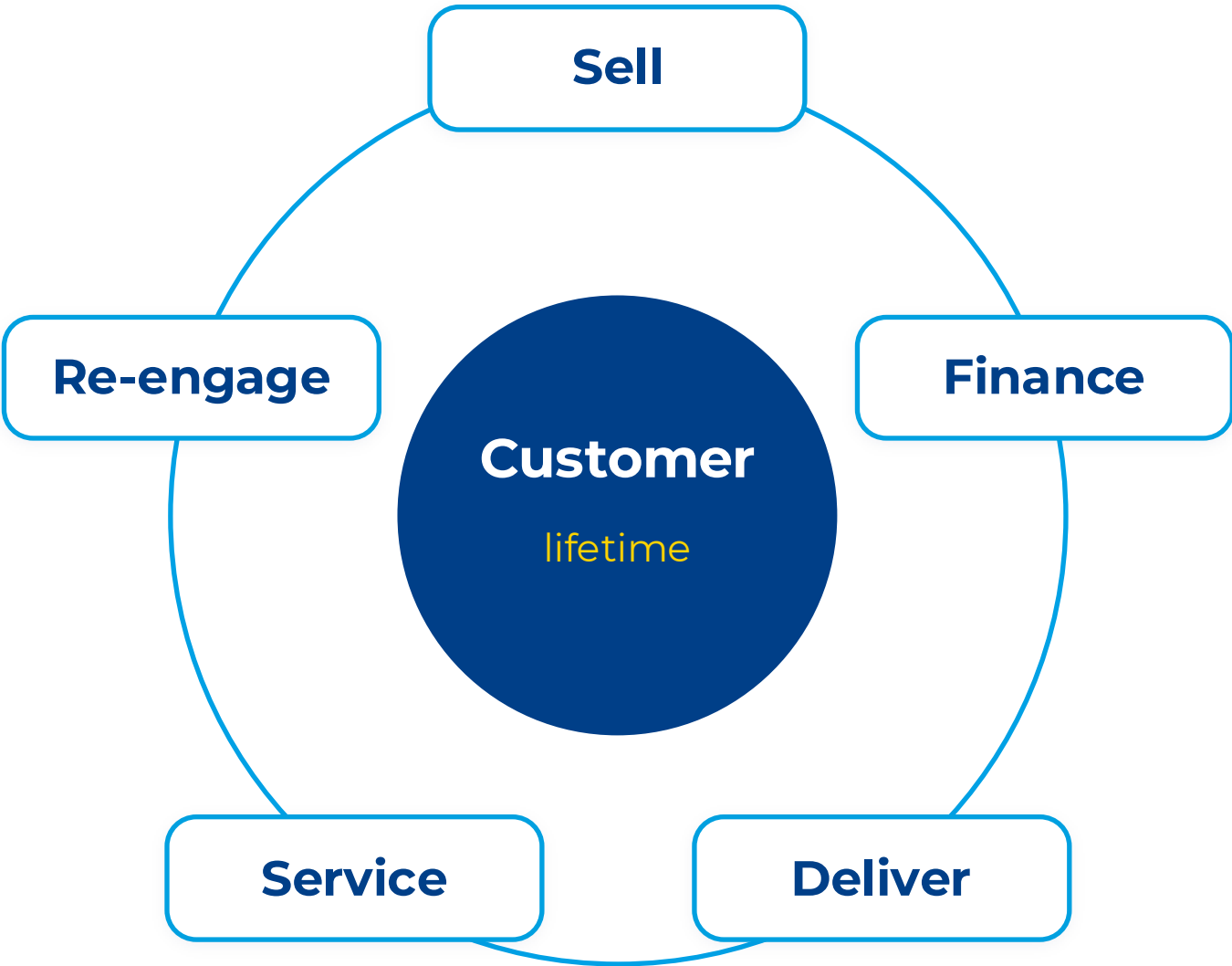
Apple	Samsung	Oppo	Xiaomi	Vivo	Dell	HP	Asus	Acer
LG	Sony	Panasonic	Daikin	Aqua	Toshiba	TCL	Electrolux	

Scale and principal status secure supply, priority allocation and best-in-market input costs.



Our Retail Philosophy

A customer-lifetime-value retailer. Every sale begins a lasting, repeat relationship.



- 1 Sell**
Multi-format stores from 100 to 1,000+ m², expert merchandising, an assortment built for every price tier.
- 2 Finance**
Diversified deferred payment options at the point of sale, lowering the affordability barrier and lifting conversion.
- 3 Deliver and install**
Nationwide delivery, professional installation and setup, same day.
- 4 Service**
Repair, warranty and maintenance through the largest in-house technician network in the country.
- 5 Re-engage**
Super App and CRM turn one purchase into a relationship, and a relationship into the next purchase.

Beyond selling the device, DMX owns the entire cycle that follows, and every step earns margin the device alone cannot.



2004
Founded

#1
Phone market share

STORE FORMATS

	TGDD	TGDD Luxury
Size (m ²)	150	180
Target	All customers	High-income
Items	Full	Premium

919
Stores

34/34
Provinces in Vietnam

1,000+
SKUs

+29%
Revenue growth, YoY

9M2026



2010
Founded

1,998
Stores

1,650+
SKUs

#1
CE market share

34/34
Provinces in Vietnam

+29%
Revenue growth, YoY
9M2026

STORE FORMATS	Supermini	Mini	Large
	KHÔNG CẦN TRẢ TRƯỚC		
	Thu cũ tặng đến 2 triệu		
	GIẢRÉ		
	MIỄN PHÍ TẶNG QUAT TRẢ C		
Size (m ²)	80-120	250-350	800
Target	Rural areas	Urban, Suburb	Urban
Items	Essential	Core	Full

TOPZONE · APPLE'S PARTNER OF CHOICE IN VIETNAM



2021
Founded

#1
Apple VN market share

86
Stores

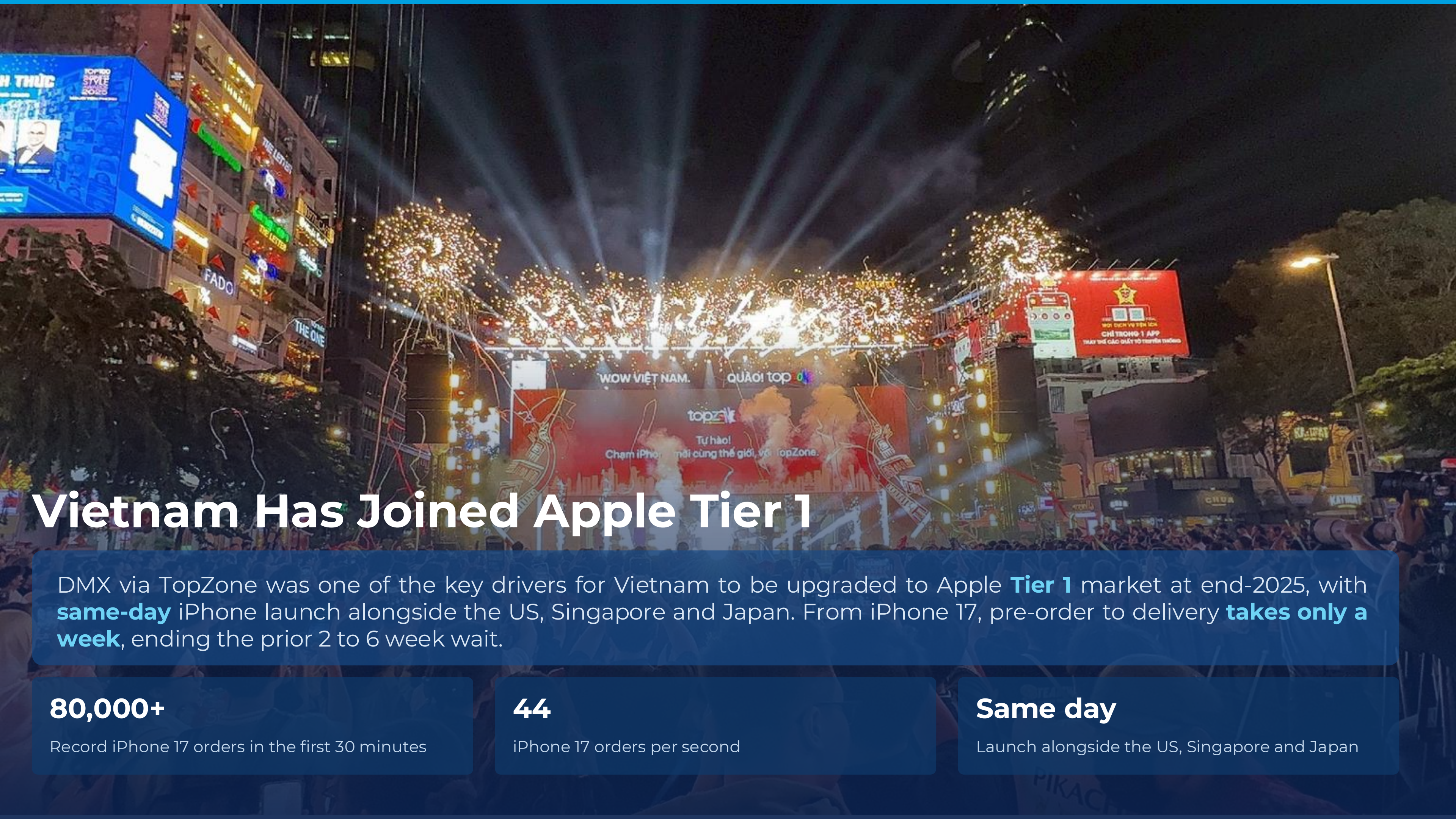
34/34
Provinces in Vietnam

3
Store formats

+34%
Revenue growth, YoY **9M2026**

STORE FORMATS	AAR	APR	APP
Store size	50-70 m ²	≥100 m ²	800+ m ²
Apple tier	Authorised	Premium Reseller	Premium Partner
Focus	Product sales	Premium experience	Flagship / events

Operating data 9M2026 unless stated otherwise. 2030F per management targets. Store count at 30 September 2026.



Vietnam Has Joined Apple Tier 1

DMX via TopZone was one of the key drivers for Vietnam to be upgraded to Apple **Tier 1** market at end-2025, with **same-day** iPhone launch alongside the US, Singapore and Japan. From iPhone 17, pre-order to delivery **takes only a week**, ending the prior 2 to 6 week wait.

80,000+

Record iPhone 17 orders in the first 30 minutes

44

iPhone 17 orders per second

Same day

Launch alongside the US, Singapore and Japan



Five Growth Pillars to 2030

One platform, five ways to earn more from it.

1	2	3	4	5
Quality-Driven Growth	Consumer Finance and Utility Services	DMX Technician After-Sales Platform	Super App and Online	Erablue in Indonesia
Deepening operational leverage on the platform that already exists, rather than adding square metres.	Financing, payments and agent banking turn stores into recurring,non-purchase customer touchpoints.	From selling devices to selling lifetime peace of mind, and increasingly to customers outside DMX.	From a loyalty app to an integrated multi-service platform and an online hypermarket.	Proof that the model exports, in a market roughly three times the size of Vietnam.
SSSG, 9M2026	Financed sales mix, 9M26	Revenue, 9M26	Online sales mix, 9M26	Stores at 30 September 2026
+30%	38%	US\$105mn	14%	337
BY 2030 No net new stores to 2030	BY 2030 55%	BY 2030 US\$316mn	BY 2030 30%	BY 2030 1,000 stores



Pillar 1: Quality-Driven Growth

More revenue and profit from the same square metres, rather than from more square metres.

+30%

Same-store Sales Growth

9M2026

-29

YoY net change in Vietnam store count

0

Net new stores planned to 2030

+2.4pp

Operating margin expansion, 1H2026 YoY

More revenue per m²

Sell more from the same floor space

- Exclusive products**
Exclusive SKUs and early launch allocations at attractive prices.
- New categories**
Convenience appliances and smart/AI: least penetrated, fastest-growing.
- Apple leadership through TopZone**
DMX’s Apple share x2 over 2023-25; 2026 sales >US\$1bn, 2030f >US\$2bn.
- Performance-linked pay, floor to board**
Performance-linked pay, not fixed salary, from store floor to board.
- Higher attachment rate**
Accessories and extended warranty lift basket value per device.

More profit per m²

Keep more of every dong sold

- Scale-driven supplier terms**
Better terms and rebates, plus mix shift to higher-margin lines.
- Services over discounting**
Higher-margin finance and after-sales drive growth, not price cuts.
- Disciplined openings in Vietnam**
No density-led expansion; prime, high-footfall sites for maximum ROC.
- A variable cost base**
Higher variable pay lowers fixed cost and raises store productivity.
- AI-led cost reduction**
AI-managed HVAC, lighting and security cut utilities cost chain-wide.



Pillar 2: Consumer Finance & Utility Services

Financing and utility services turn 3,000+ stores and the Super App into recurring, higher-margin touchpoints.

CONSUMER FINANCE · 9M2026

96%
Products eligible

0%
Interest to customer

38%
Financed sales mix, +50% YoY

80%
Share in CF for ICT/CE

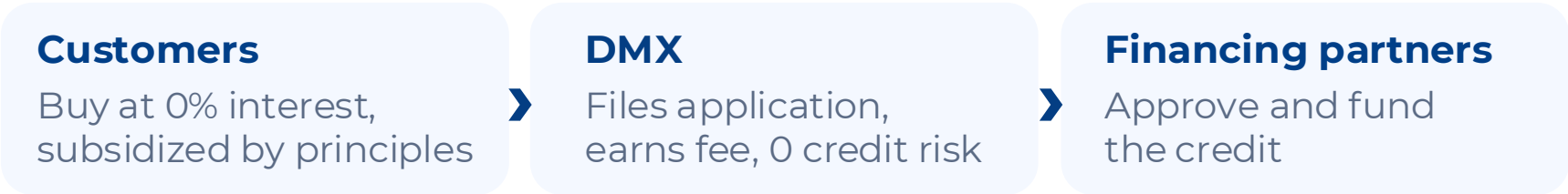
UTILITY SERVICES · 9M2026

54 million
Transactions, +7% YoY

US\$3.1bn
Gross merchandise value (GMV), +3% YoY

40+ banks
Coverage across 3,000+ stores

HOW IT WORKS



SERVICES ON OFFER



FINANCING OPTIONS

- 1

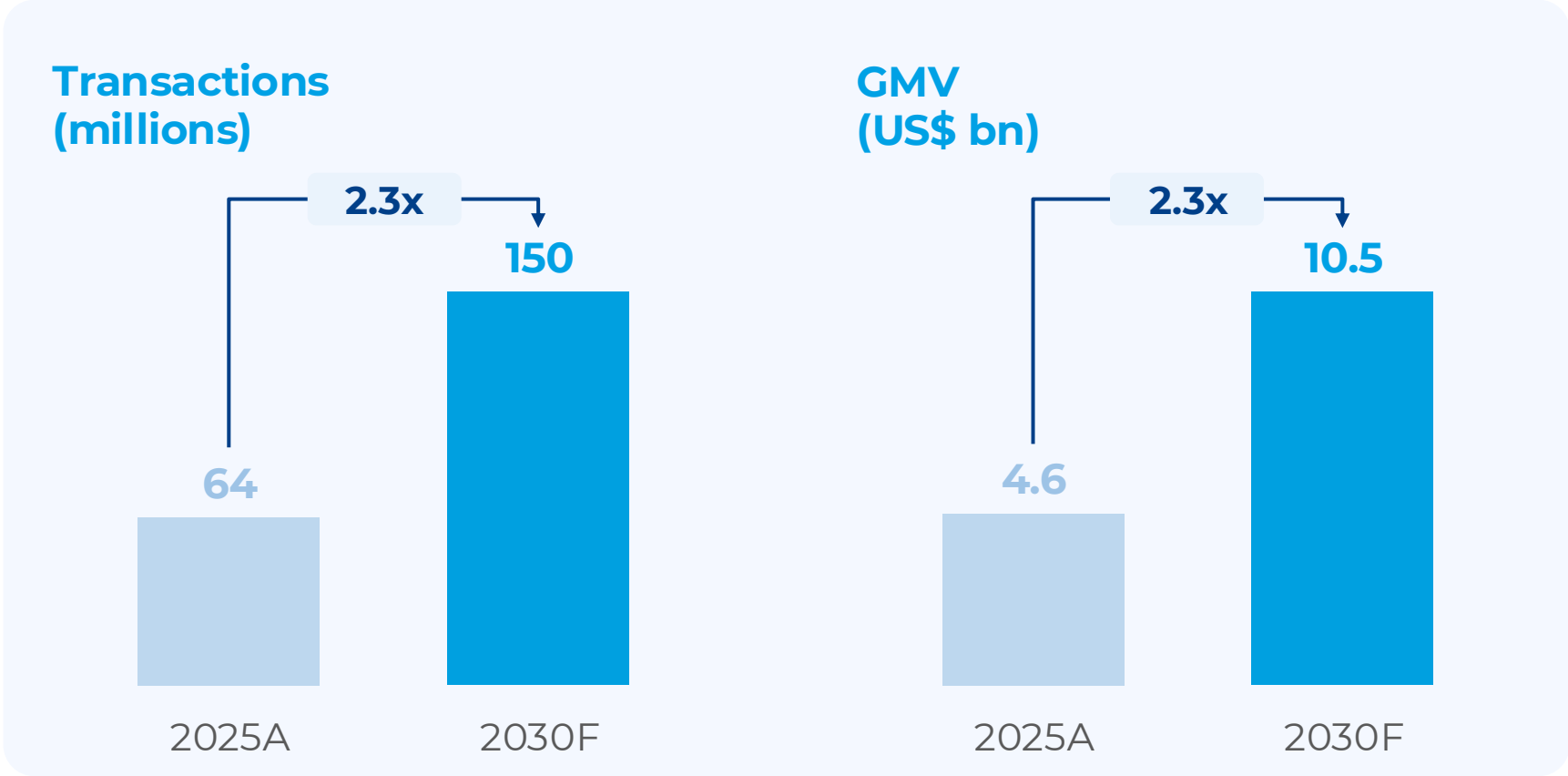
Finance companies
Reserved credit headroom, approval rate >80% in under 3 minutes
- 2

Pay later wallet
Pre-approved limits up to US\$1,500 with a 90-day interest-free period
- 3

Credit cards
Ideal for online channels, accepted across 40+ banks
- 4

Cash loans
Up to US\$2,700 over a 48-month tenor, interest-bearing

TRAJECTORY TO 2030



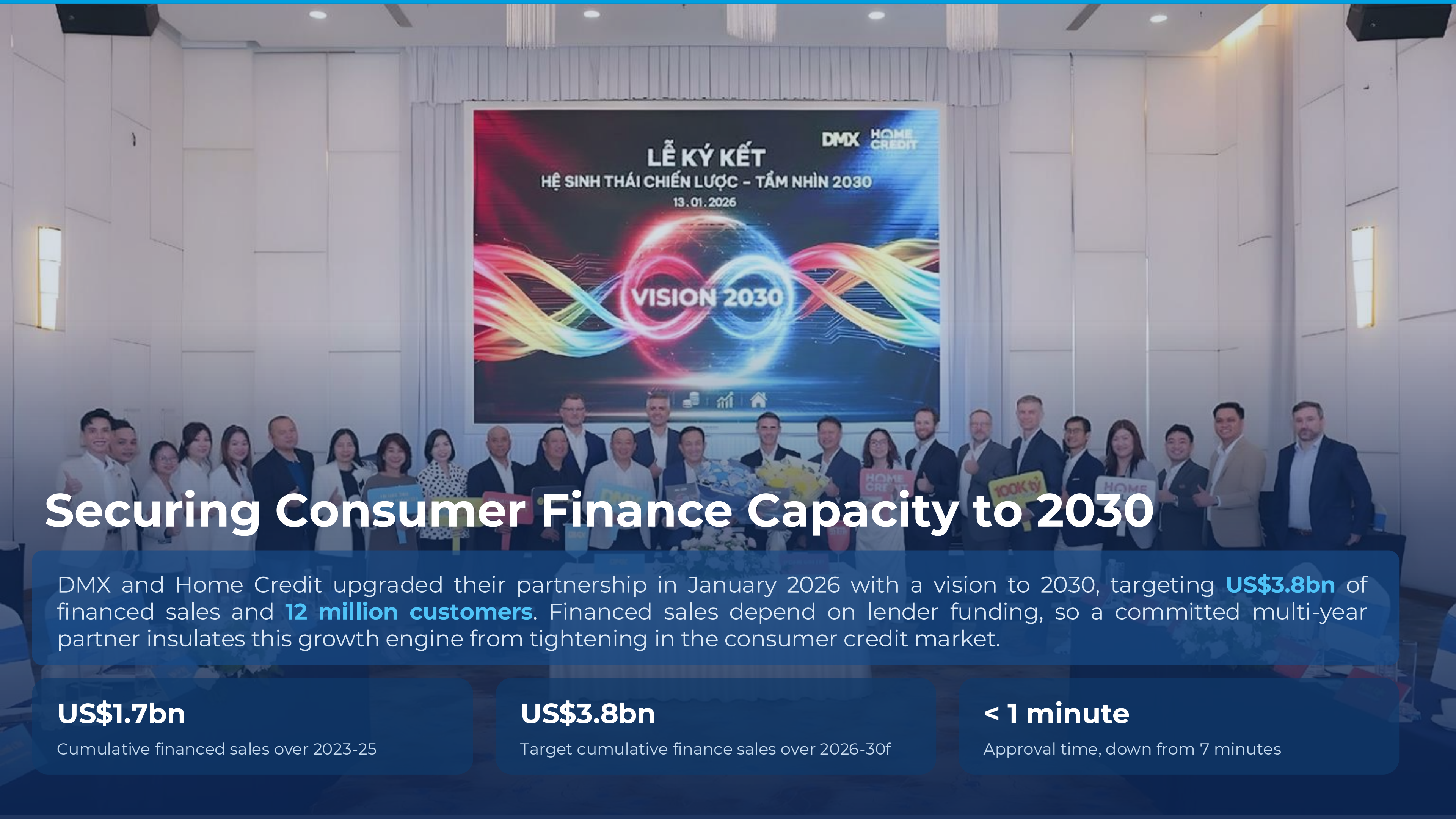
TARGETS TO 2030

55%
Financed sales mix

Longer
Tenors extended

0 upfront
On more products

Operating data 9M2026 unless stated otherwise. 2030F per management targets.



Securing Consumer Finance Capacity to 2030

DMX and Home Credit upgraded their partnership in January 2026 with a vision to 2030, targeting **US\$3.8bn** of financed sales and **12 million customers**. Financed sales depend on lender funding, so a committed multi-year partner insulates this growth engine from tightening in the consumer credit market.

US\$1.7bn

Cumulative financed sales over 2023-25

US\$3.8bn

Target cumulative finance sales over 2026-30f

< 1 minute

Approval time, down from 7 minutes

Pre-Approved Credit in Every Customer's Wallet

Co-branded credit cards give DMX customers a ready credit line before they walk in, keeping purchasing power steady and turning every visit into a potential sale.



VPBank MWG Mastercard January 2026

International card for everyday spending across the DMX ecosystem

10%

Cashback across DMX chains

Free

Annual fee in the first year



TINCard 3-in-1, with VietCredit September 2026

Domestic digital card with 0% interest, 0% fee, 0 upfront instalments

VND100mn

Credit limit, about US\$3,800

1 minute

To open via the DMX loyalty app

Pillar 3: DMX Technician



DMX Technician is Vietnam’s largest after-sales platform, shifting from cost center to revenue and profit center.

4,000+

Trained in-house technicians

300+

Warehouses

700+

Service vehicles

9M2026

US\$105mn

Total revenue, +39% YoY

12%

Revenue mix from external customers

80+

Brand service partnerships

DEVELOPMENT ROADMAP

Stage 1

Basic ICT/CE, internal

Stage 2

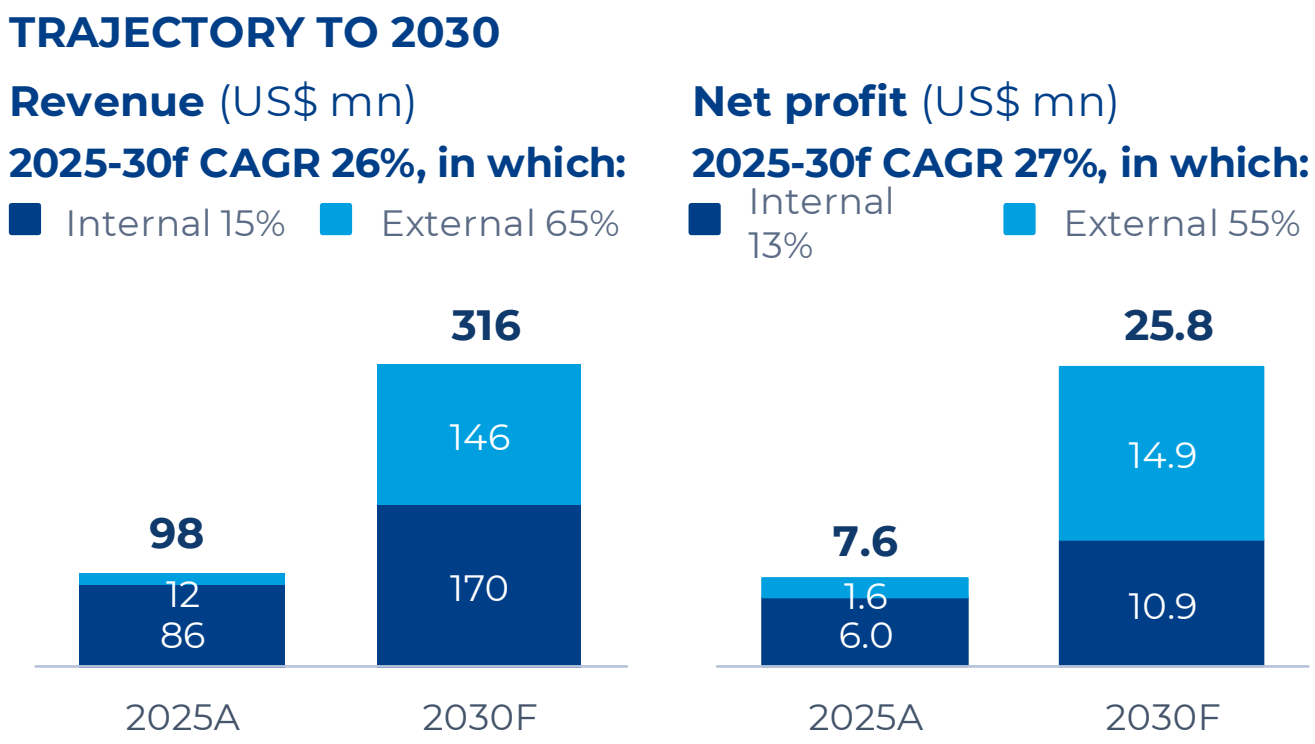
Expanded ICT/CE, internal

Stage 3

All ICT/CE, external

Stage 4

All home repair services



Operating data 9M2026 unless stated otherwise. 2030F per management targets. Revenue on a consolidated basis including services provided to DMX.

Pillar 3: DMX Technician

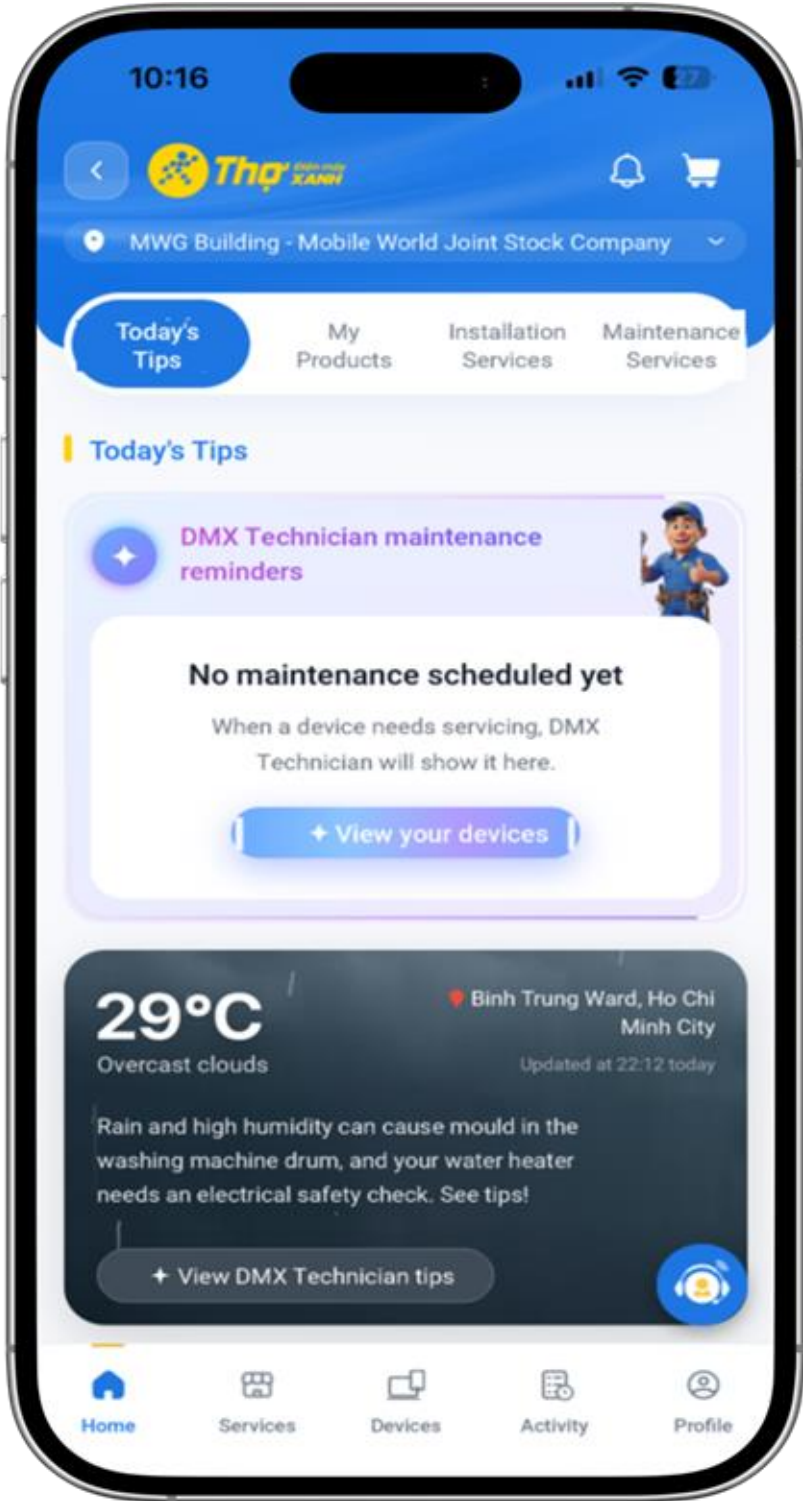


One app opens the 4,000-technician network to external customers, beyond DMX after-sales.



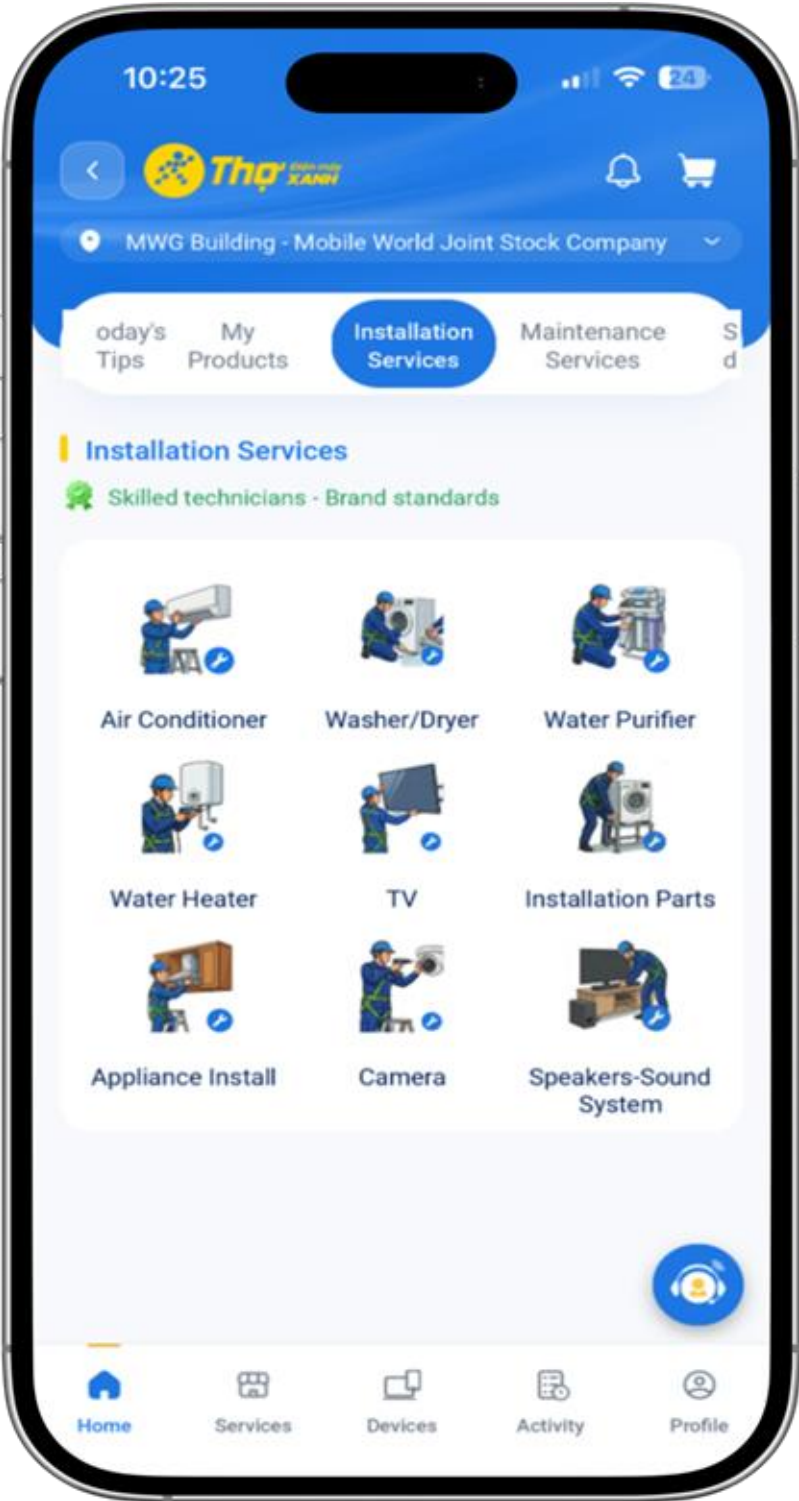
App home

Reminders and device history



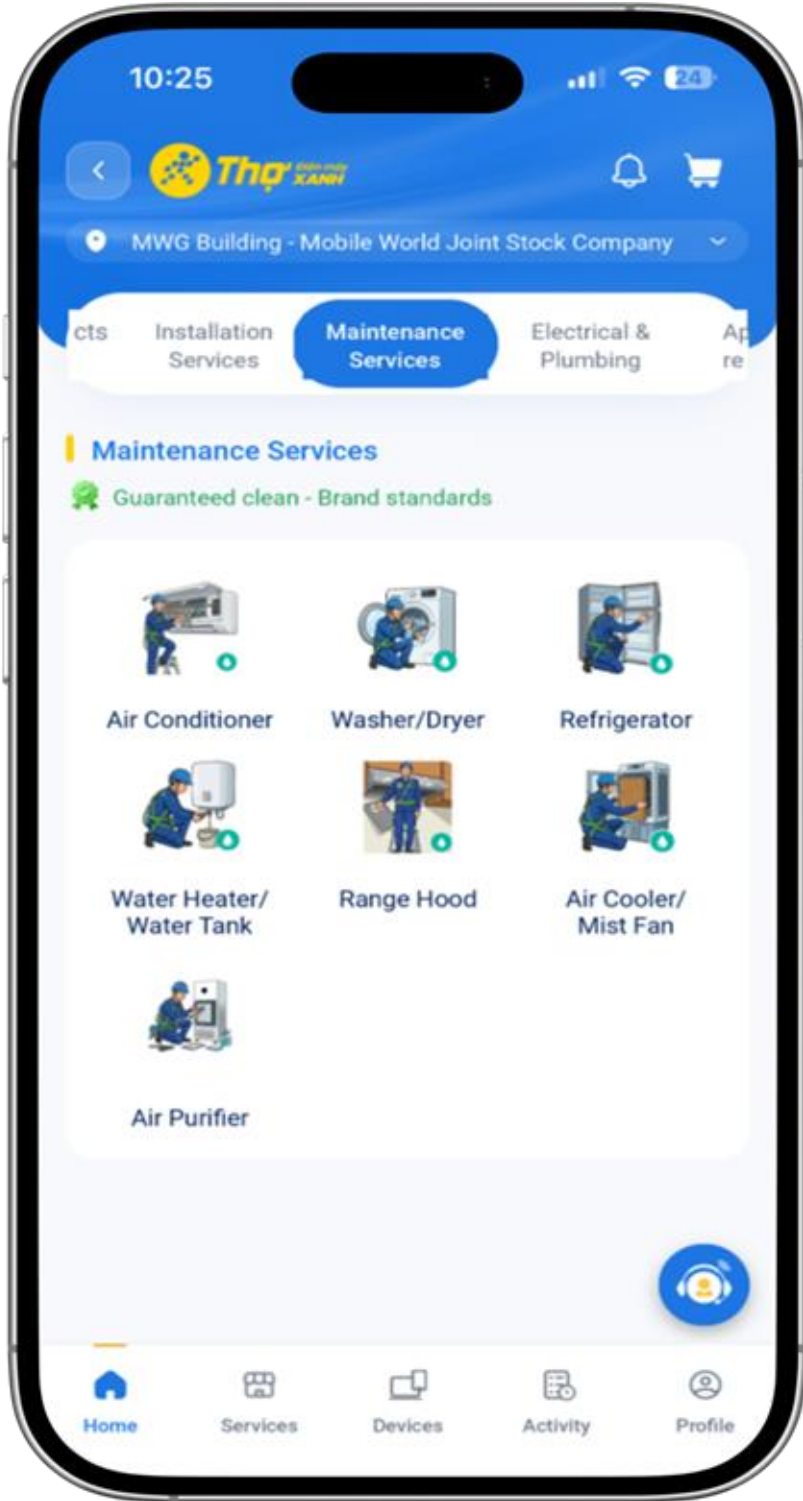
Installation

AC, washer, water purifier, TV



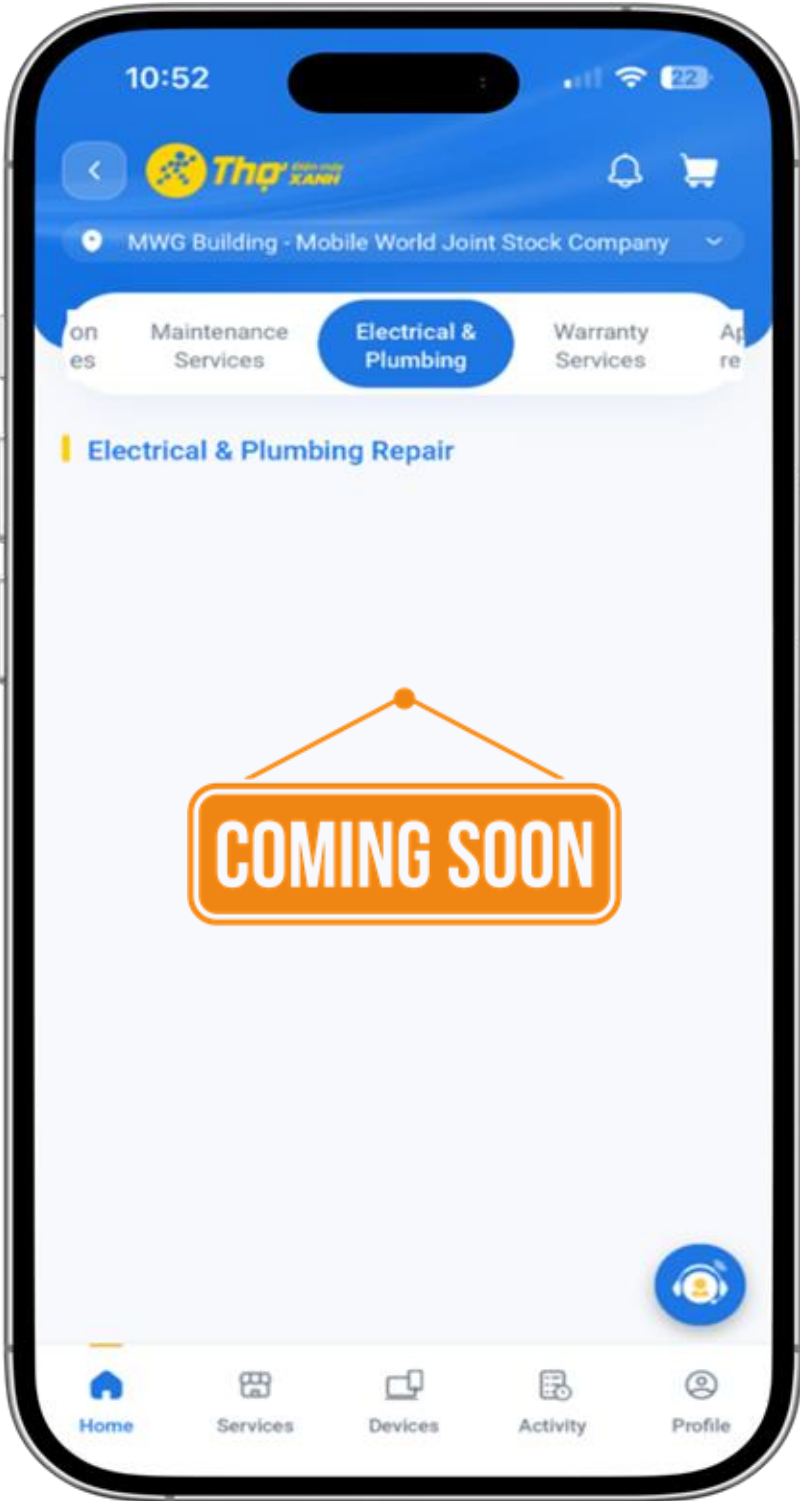
Maintenance

Clean and service, brand standards



Electrical & plumbing

In development





Pillar 4: E-commerce (Super App & Online)

Scaling from a CE and ICT specialist into a full online hypermarket for everyday needs.



19.6mn

9M2026

Super App members, +1.7mn YTD

US\$548mn

Online sales, +37% YoY

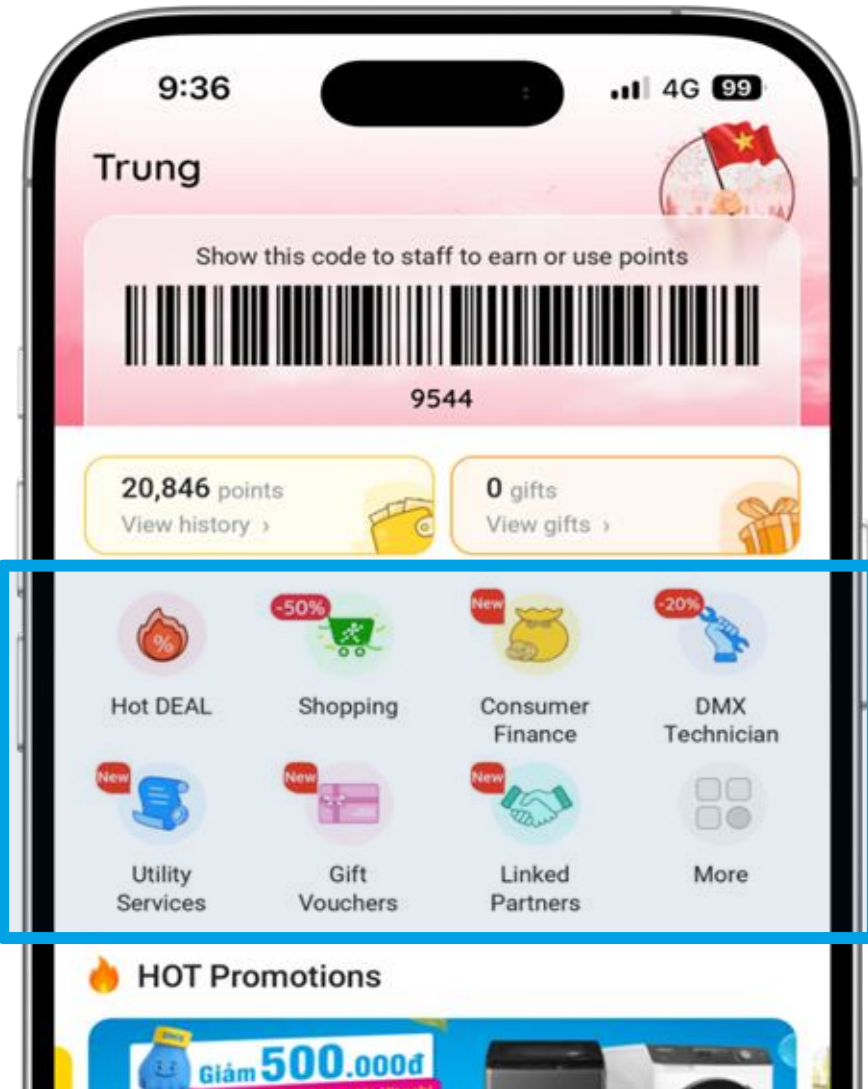
14%

Online sales mix

30%

Target online sales mix by 2030

One platform, multiple customer touchpoints



MARKET OPPORTUNITY

A US\$16.3bn market growing 35% a year (2025 data)

Sales skew to low-value items; CE & ICT held back by weak buyer trust

Platforms are losing their price advantage as fees climb

DMX'S ADVANTAGES

Online is just 14% of DMX sales, targeting 30% by 2030

Trusted brand, multi-category range, 3,000+ physical stores and DMX Technician service

Multiple financing options at 0% interest and long tenors to the customer

DEVELOPMENT ROADMAP

1

CE & ICT megastore

Starting from DMX's core product strengths

2

Multi-category megastore

Expanding across the MWG ecosystem and beyond

3

Complete megastore

Serving the majority of everyday consumer needs

ERABLU · INDONESIA 

OWNERSHIP STRUCTURE



45%



55%



250 TOKO

erafone

Handphone - Tablet - Laptop - Aksesori

erablue
ELECTRONICS

Televisi - Kulkas - Mesin cuci - AC - Peralatan rumah tangga



POLYTRON



250 TOKO

PERAYAAN



250 TOKO

2022

Founded year

#1

CE chain

STORE FORMAT

Size S1

Size S

Size M

Size (m²)

150-180

180-200

250-350

Payback (mths)

15-20

15-20

10-15

Items

Essentials

Core

Full

337

Stores

1,500+

Total staff, Aug 2026

US\$177mn

9M2026

Revenue, up 86% YoY

Java island

Target market

Operating data 9M2026 unless stated otherwise. 2030F per management targets. Store count at 30 September 2026.

Pillar 5: Erablue, the Next DMX in Indonesia



The DMX model is proven outside Vietnam, with better unit economics and 3x more stores ahead.

US\$177mn

Revenue, +86% YoY

9M2026

+13%

Same-store sales growth

337

Stores, +193 YoY and +156 YTD

US\$1.8mn

NPAT 8M2026, +154% YoY

01

WHY INDONESIA

A larger, less-penetrated market

3x

Population vs Vietnam

1/2

CE market size vs Vietnam

90%

CE market still traditional channel

Similar

Traffic & shopping culture to Vietnam (160 mn motorbikes in ID vs 100 mn in VN)

02

WHAT WE'VE PROVEN

Rev/store/month 2025, DMX Vietnam = 100

100

256

100

149

Size S

Size M

✓

No.1 CE chain in Indonesia

✓

Same-day delivery vs. 10-15 days by local GT

✓

Complements partner's portfolio

✓

90% of new stores breakeven in month 1

✓

Profitable since mid-2024; accumulated losses cleared in 2Q2026

03

WHERE WE'RE GOING

Store count, 2022 to 2030F

5

38

87

181

337

500

1000

2022

2023

2024

2025

Sep-26

2027

2030

3.0x

Revenue 2025-2030f, US\$ million

140 → 800

CAGR 41%

Net profit 2025-2030f, US\$ million

2 → 30

CAGR 70%



Consolidated Performance, Sales

Growth is broad-based across chain and category, coming from existing floor space rather than new stores.

US\$3.8bn

Net revenue

9M2026

+29%

Revenue growth YoY

+30%

Same-store sales growth

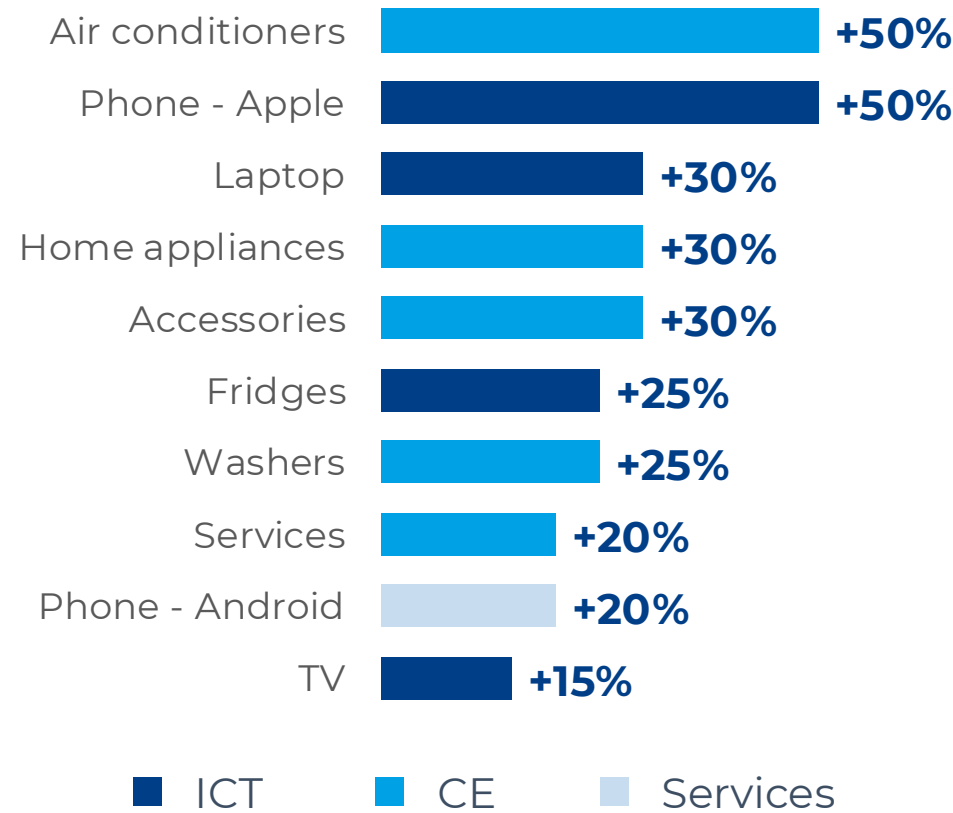
81%

FY target completion

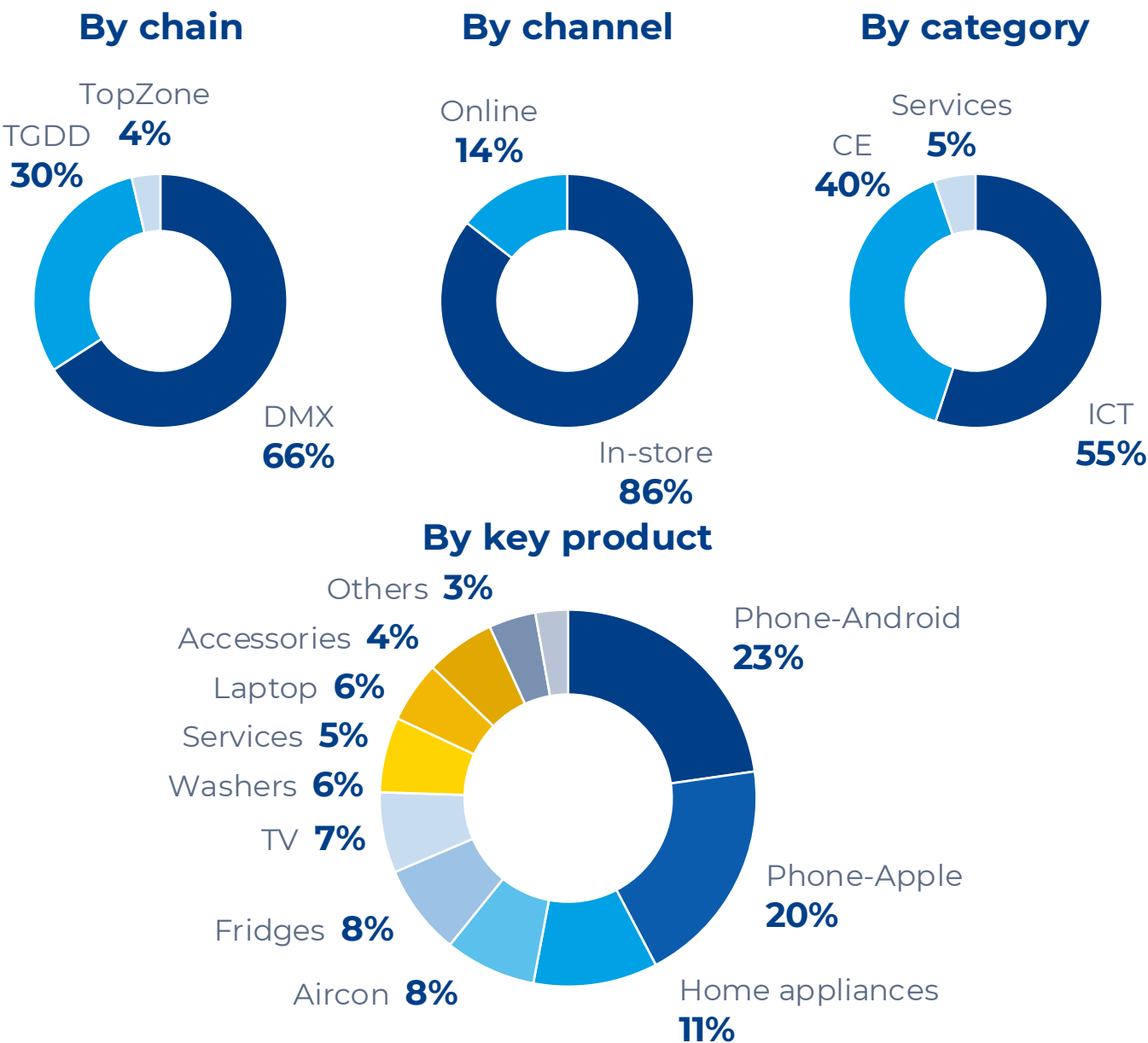
GROWTH BY CHAIN



GROWTH BY CATEGORY



REVENUE MIX



STORE COUNT

Chain	Stores	YoY	YTD
Dienmayxanh	1,998	-21	-10
Thegioididong	919	-9	-8
TopZone	86	+1	+1
Total	3,003	-29	-17

WHERE GROWTH CAME FROM

Financing and services, not discounts

Volume is won with 0% interest financing and wider after-sales cover rather than price cuts, sustaining affordability as prices rise and holding volume growth at ~15% YoY in 1H26.

Category extension

In every category, most pronounced in AC, home appliances and accessories; many SKUs are online-exclusive at market-leading prices.

AI and smart home adoption

Lifts the low-penetrated, fast-growing products like AI PC/laptop, wearable, IoT, robotics etc.

Apple share gain through TopZone

Apple phones grew 50% as memory-cost inflation raises entry prices and narrows the step up to flagship.

Operating data 9M2026 unless stated otherwise. Mix excludes DMX Technician; online revenue includes Super App.

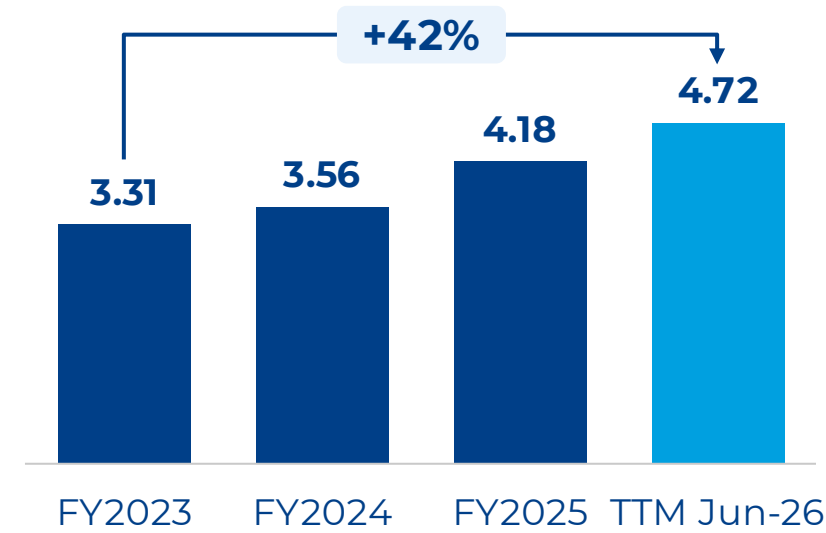


Consolidated Performance, Profitability

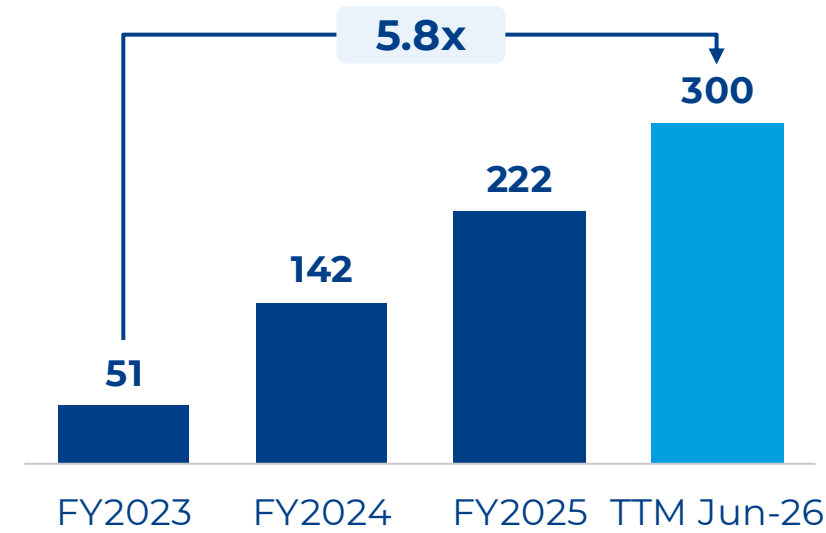
TTM Jun-26 NPAT is 5.8x the 2023 level on 42% more revenue, and 1H2026 extended the trend.

FY2023 to TTM Jun-26

Net revenue, US\$ bn

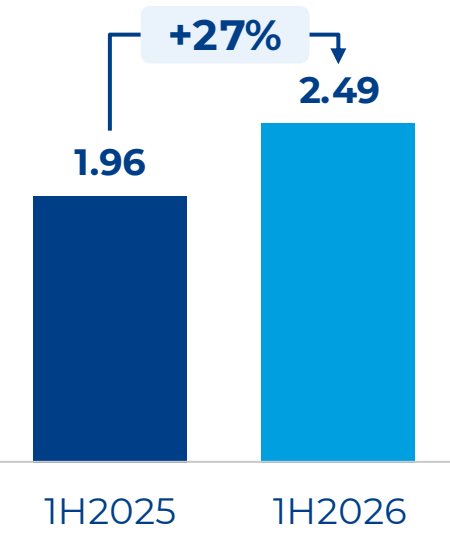


Net profit after tax, US\$ mn

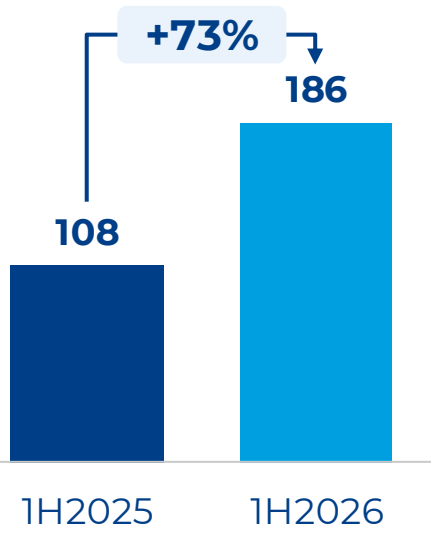


1H2026

Net revenue, US\$ bn



Net profit, US\$ mn



Margin

% of net revenue	FY2023	FY2024	FY2025	TTM Jun-26
Gross margin	16.6%	18.3%	17.8%	19.1%
Selling expense	13.9%	11.2%	9.1%	8.7%
G&A expense	1.1%	2.6%	2.9%	3.2%
EBITDA margin	4.0%	6.6%	7.3%	8.4%
Operating margin	2.3%	5.4%	6.6%	7.9%
Net margin	1.6%	4.0%	5.3%	6.4%

% of net revenue	1H2025	1H2026	Change
Gross margin	17.7%	20.1%	+2.4pp
Selling expense	8.6%	7.9%	-0.7pp
G&A expense	3.1%	3.6%	+0.5pp
EBITDA margin	7.7%	9.7%	+2.0pp
Operating margin	6.9%	9.3%	+2.4pp
Net margin	5.5%	7.5%	+2.0pp

WHY

MARGIN

EXPANDED

Store network revamp

400+ stores closed in 2023-24 removed the loss-making tail; the network now carries more revenue on a lower fixed cost base.

Mix shift

Services and finance fees carry higher margin than device retail and grew fast, joined by newly sourced SKUs in home appliances, AI and smart home.

Scale terms

Supplier rebates and exclusive allocations improve with volume.

Variable cost base

Performance-linked pay and technology-led cost control keep SG&A expenses growing slower than sales.

Inventory planning

Forward buying ahead of supplier price rises locks in input cost, protecting margin through the increase.



Double-Digit Growth Is Built to Last

Most of growth drivers are structural, and the new pillars contribute more every year.

CONTRIBUTION BY PILLAR OVER TIME



WHAT DRIVES GROWTH

REVENUE	
Productivity on a flat network	Structural
Financing and services	Structural
Category extension, AI and smart home	Structural
Apple leadership through TopZone	Structural
PROFIT	
Store network revamp	Structural
Services mix and scale terms	Structural
Variable cost base	Structural
Rising profit share from Erablue	Structural
Inventory planning	Cyclical
11%+	Revenue CAGR 2026-30f
16%+	Net profit CAGR 2026-30f

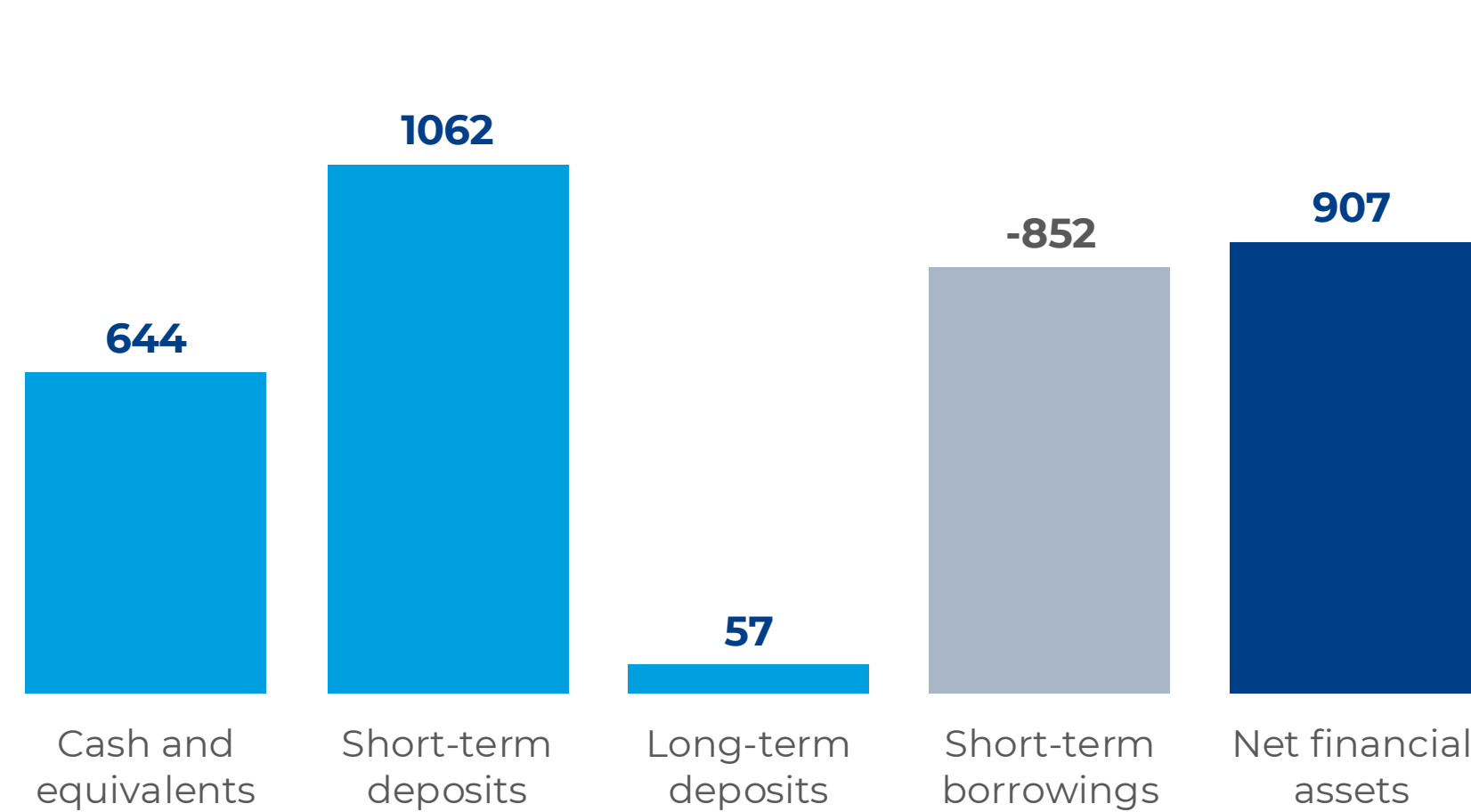
Pillar chart is illustrative. Minimum annual growth in each year of the 2027-2030 plan.



Consolidated Performance, Capital Allocation

A capital-light platform in a net cash position, funding growth and dividends from operating cash flow.

Net financial assets at 30 June 2026, US\$ mn



US\$25mn

Net fixed assets, Jun-26

~0.1%

Capex as a share of revenue

US\$4.8mn

Capex, FY2025

The store network is leased and largely depreciated. Growth in 2026 has required almost no incremental capital.

39%

ROE, TTM Jun-26
+7.7pp vs FY2025

12%

ROA, TTM Jun-26
+0.9pp vs FY2025

22%

ROIC, TTM Jun-26
+7.1pp vs FY2025

Returns improved on every measure over the last twelve months, on a lean and largely leased asset base.

US\$404mn
of undistributed earnings at 30 June 2026, before the US\$194mn dividend paid in August 2026, supporting continued distribution capacity.

50% minimum
of net profit distributed as cash dividend under board policy. VND 4,000 (US\$0.15) per share was paid in August 2026, totalling US\$194mn.



Board and Management

Founder-led board with global retail experience, and an operating team promoted from the floor.

BOARD OF DIRECTORS



Nguyen Duc Tai
Chairman
20+ years shaping MWG group strategy, building Vietnam's number one multi-format retail group.



Doan Van Hieu Em
Executive Director and CEO
CEO since 2018. 18+ years in ICT and CE retail, specialising in large-scale operations.



Vu Dang Linh
Director
CEO of MWG since 2025, previously CFO. 17+ years of C-level finance leadership in the group.



Robert Alan Willett
Director
40+ years in global retail. Former CEO International and CIO at Best Buy, senior roles at M&S.



Do Tuan Anh
Independent Director, Chairman of the AC
20+ years across retail, supply chain and logistics, including 15 years at DMX from 2007 to 2021.



Vo Ha Trung Tin
Independent Director, AC member
14+ years with MWG from 2005 to 2019, across frontline sales and regional leadership.

MANAGEMENT AND FUNCTIONAL HEADS



T.V. Hoang
BD Dir. CE



P.N. Tuyen
BD Dir. ICT



T.H. Hoang
BD Dir. Services



Q.V. Nam
Sales Dir.



D.T. Hieu
CEO DMX Technician



N.B. Tin
Deputy CEO Erablue



D.N.M. Vien
Implementation Dir.



L.T. Trang
CMO



H.K. Chi
Chief CX Officer



V.T.K. Phung
HR Dir.



V.L. Giang
IT Dir.



V.T.P. Thao
Chief Accountant



H.H. Hung
Back-end Dir.



D.Q. Trung
Head of IR



Shareholder Returns and Management Incentives

A 10% yield on IPO price within 12M post-IPO, with management incentivised on profit growth and share price.

DIVIDEND ROADMAP



STOCK INCENTIVE SCHEME FOR THE LEADERSHIP TEAM

1 Purpose: A long-term incentive for the leadership team over the 5-year post-IPO period, 2026 to 2030	2 Structure: Like stock options in international markets, adjusted to comply with Vietnamese regulations
3 Exercise conditions: Achievement of targets for NPAT growth and share price	4 Initial exercise price: VND 80,000 (US\$3.05) per share, adjusted for cash dividends and share bonuses
5 Total issuance: 10% of total outstanding shares across the entire scheme	6 Progress: To be tabled at the Extraordinary General Meeting on 29 October 2026



Thank you

CTCP ĐẦU TƯ ĐIỆN MÁY XANH

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