



DMX Investment JSC

Vietnam's No.1 ICT and Consumer Electronics Retailer

Corporate Introduction

From a single phone store in 2004 to Vietnam’s No.1 ICT and consumer electronics retailer.

DMX is a member of Mobile World Investment Group (MWG), operating the Thế Giới Di Động, Điện Máy Xanh and TopZone chains and the DMX Technician service in Vietnam, and the Erablue chain in Indonesia.

3,300+

Stores in Vietnam and Indonesia

34/34

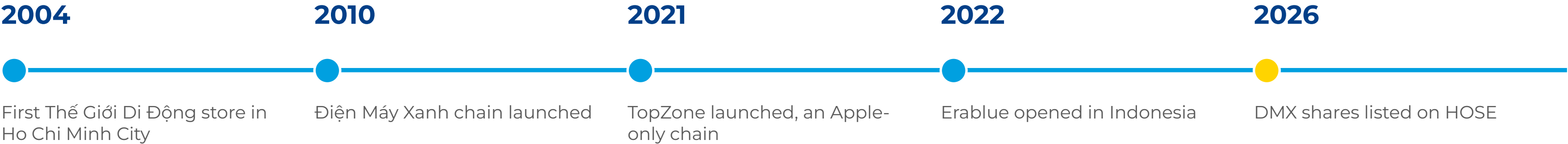
Provinces covered in Vietnam

19.6mn

Loyal customers

30,000+

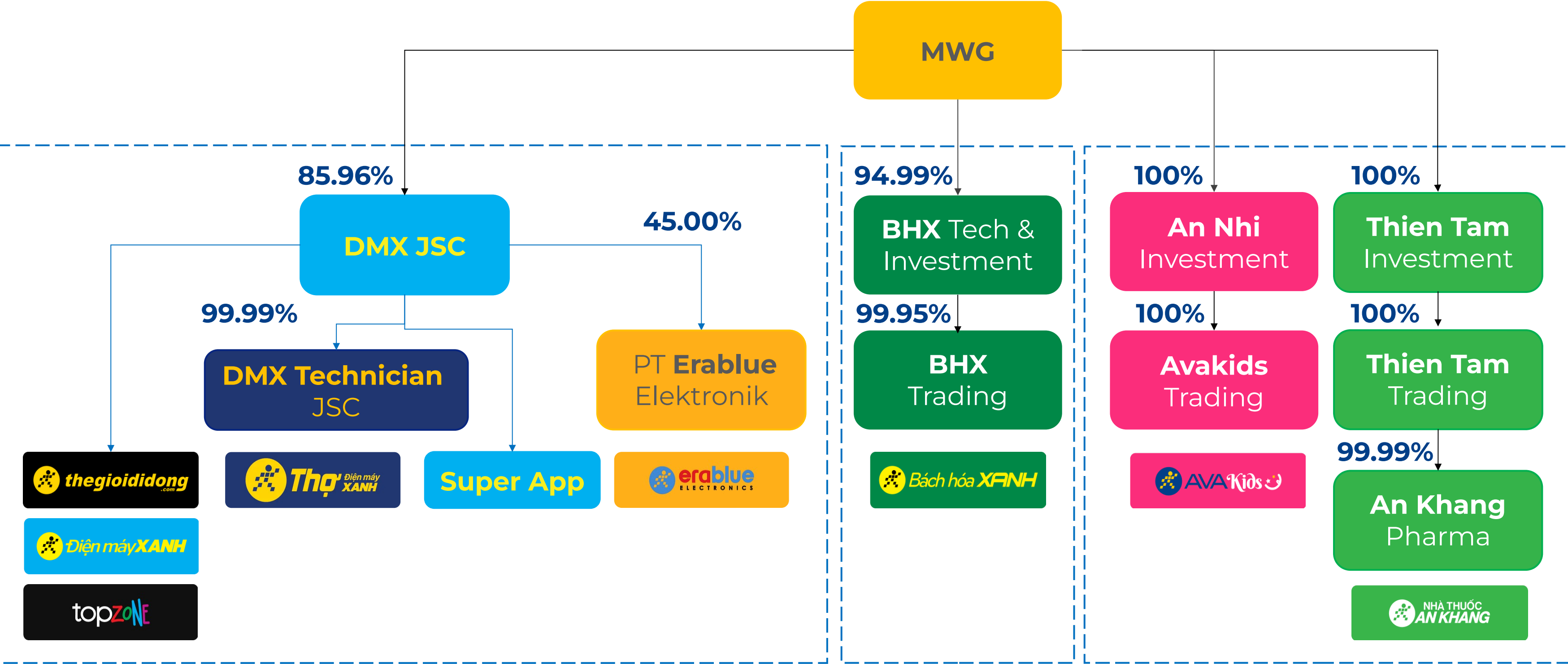
Employees



Group Structure



DMX is a subsidiary of Mobile World Investment Group (MWG), in the same ecosystem as Bách Hóa Xanh, An Khang and AVAKids.



The DMX Brand Family



Five brands, one ecosystem serving every technology need of Vietnamese families.



Thế Giới Di Động

Phones, laptops, watches and accessories

919 stores



Điện Máy Xanh

Consumer electronics, home appliances and technology for the home

1,998 stores



TopZone

Apple-only store chain

86 stores



DMX Technician

Delivery, installation, warranty and repair at home

4,000+ technicians



Erablue

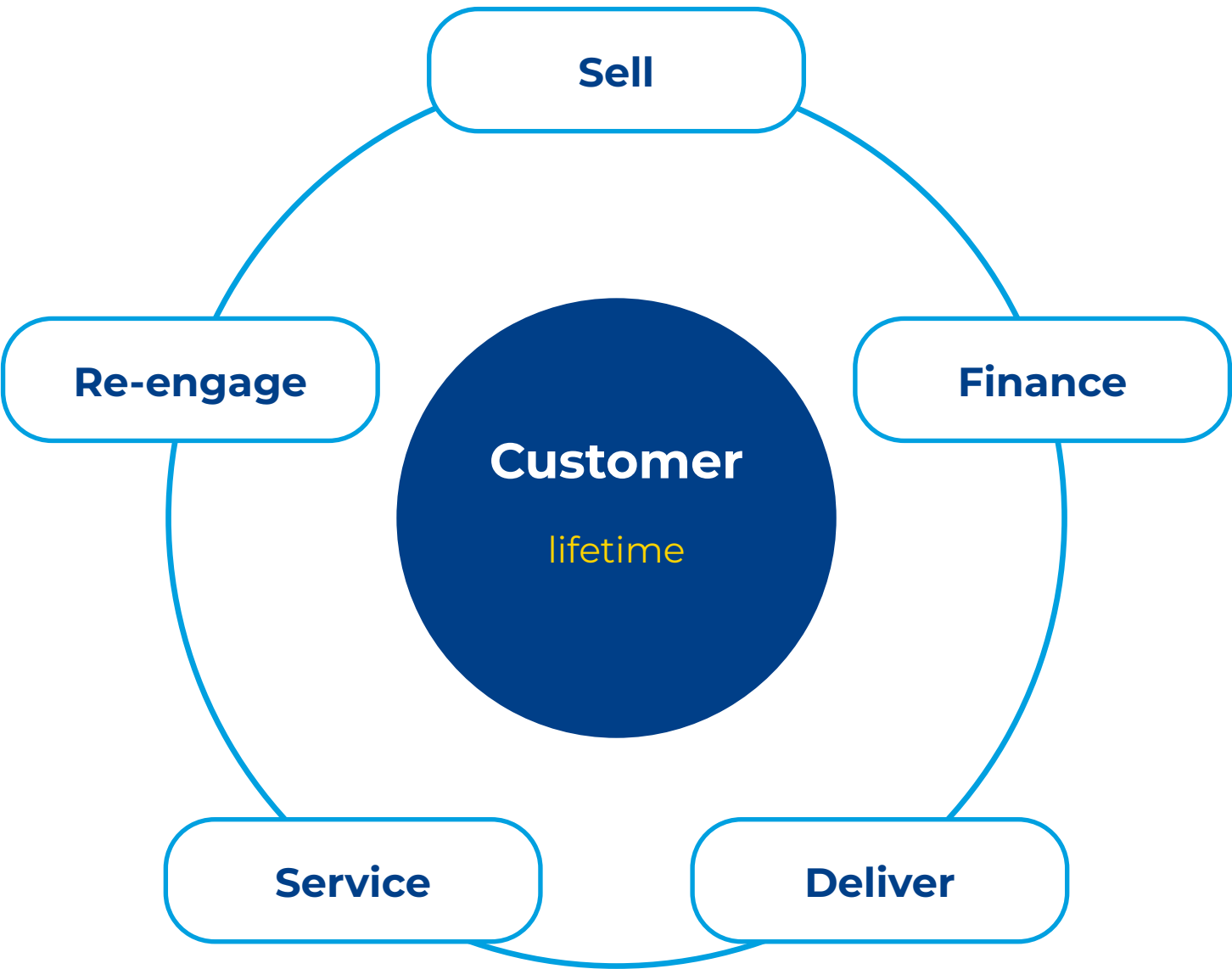
No.1 consumer electronics chain in Indonesia

337 stores

With Customers Across the Product Lifecycle



Every purchase is the start of a long-term relationship with the customer.



0%	0% interest instalments on most products, approved in minutes
Same day	Same-day delivery and installation nationwide
4,000+	DMX technicians for warranty and repair at home
19.6mn	Super App members receiving offers and maintenance reminders

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

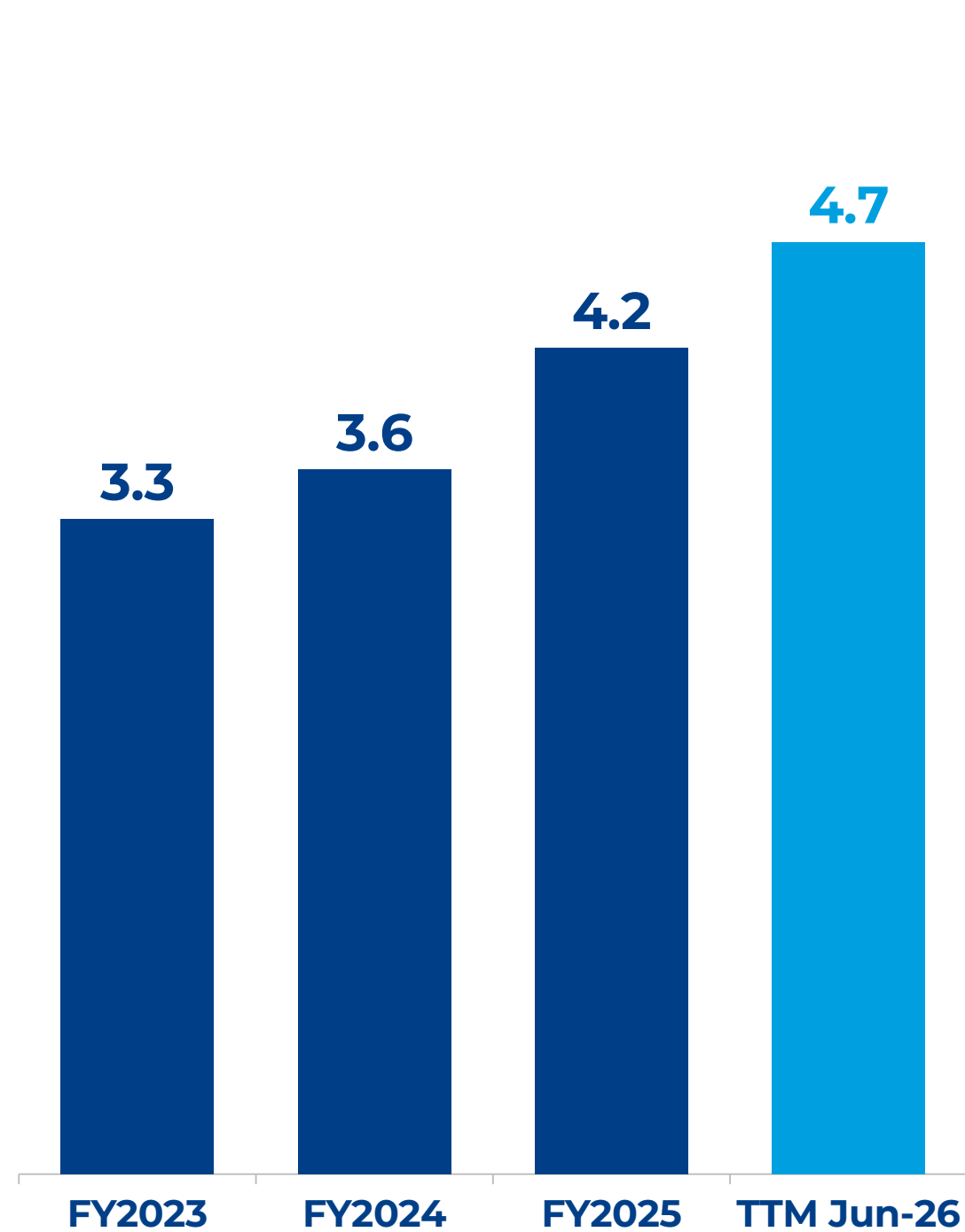


Consolidated Financial Results

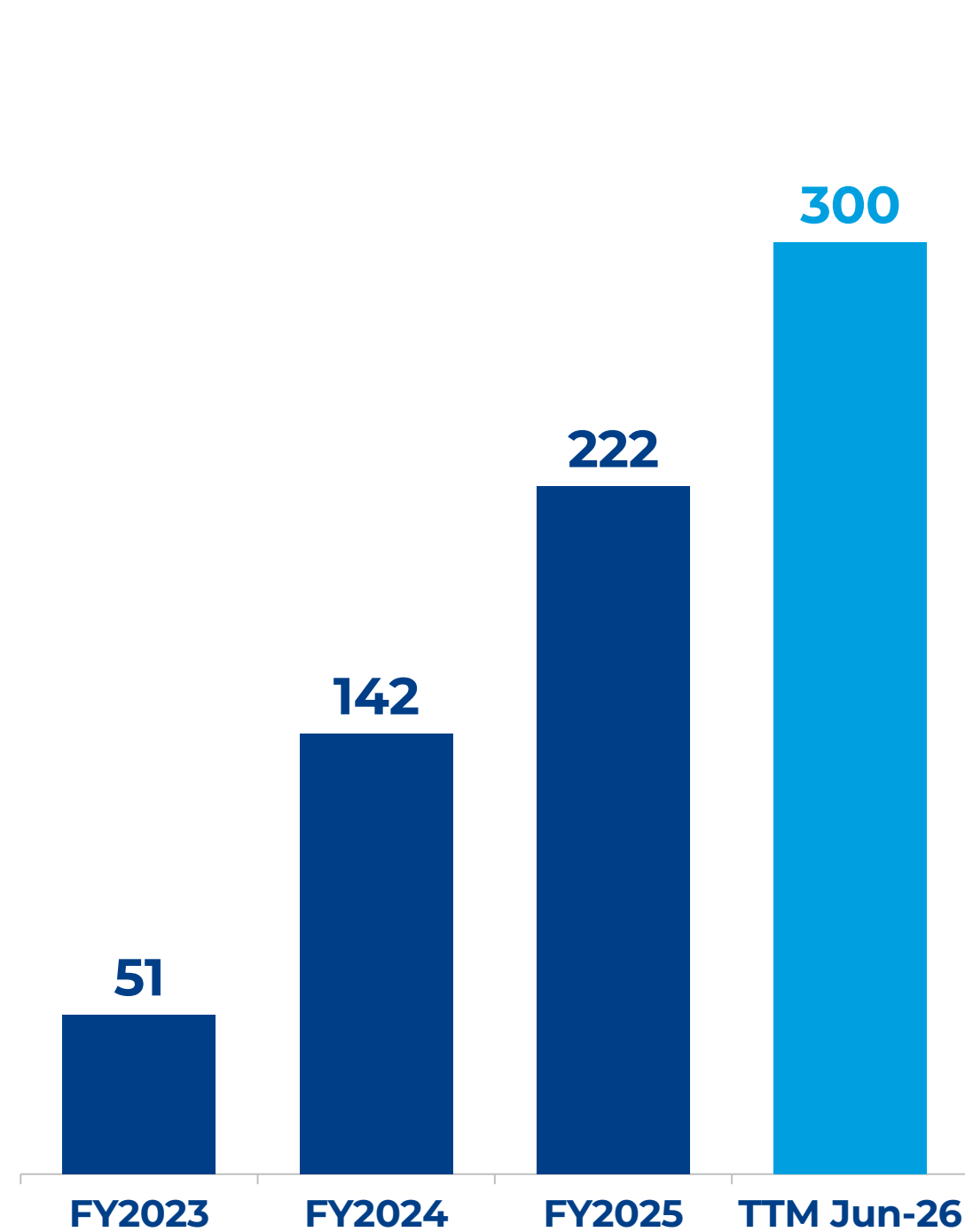


TTM Jun-26 net profit is 5.8x the 2023 level on 42% more revenue.

Net revenue, US\$ bn



Net profit after tax, US\$ mn



+42%

Net revenue growth, TTM Jun-26 vs FY2023

5.8x

Net profit after tax, TTM Jun-26 vs FY2023

6.4%

Net margin, TTM Jun-26, up from 1.5% in FY2023

Source: DMX consolidated financial statements, reported basis (audited FY2023 to FY2025, reviewed 1H2026). TTM Jun-26 = FY2025 + 1H2026 - 1H2025. Converted at VND 26,190 per US\$.

Growing Beyond Vietnam



The DMX retail model has succeeded in Vietnam and is being replicated across the region.



Vietnam joins Apple Tier 1

TopZone helped bring Vietnam into Apple's Tier 1 markets from late 2025, launching iPhone on the same day as the US, Singapore and Japan.



Erablue passes 300 stores

In just four years, Erablue has become the No.1 consumer electronics chain in Indonesia, a market with three times Vietnam's population.

A retail model built to travel beyond Vietnam.

www.dmx.vn