DMX Investment JSC

Vietnam’s No.1 ICT and Consumer Electronics Retailer

Corporate Introduction

About DMX

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

19.8mn
Loyal customers

30,000+
Employees



2004
First Thế Giới Di Động store in Ho Chi Minh City

2010
Điện Máy Xanh chain launched

2021
TopZone launched, an Apple-only chain

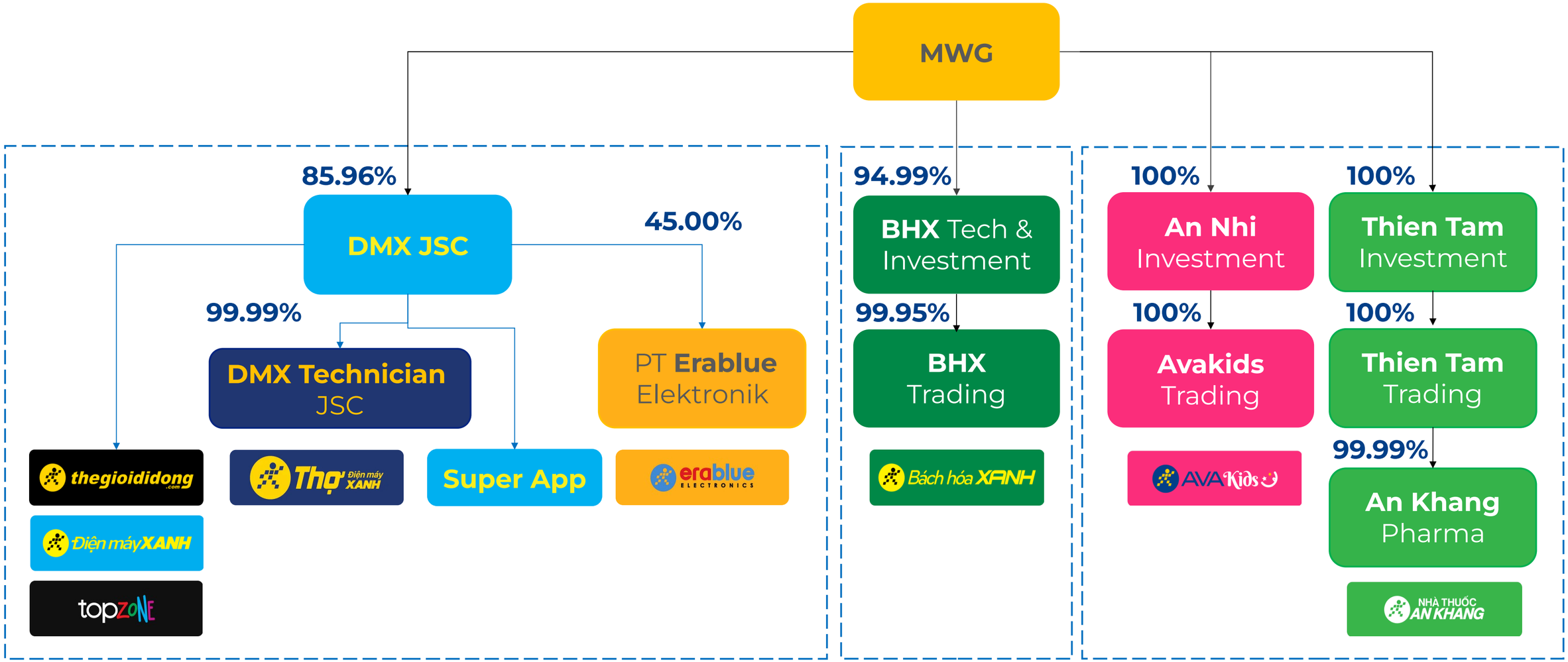
2022
Erablue opened in Indonesia

2026
DMX shares listed on HOSE

Data as at 31 October 2026.

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

920 stores



Điện Máy Xanh

Consumer electronics, home appliances and technology for the home

1,998 stores



TopZone

Apple-only store chain

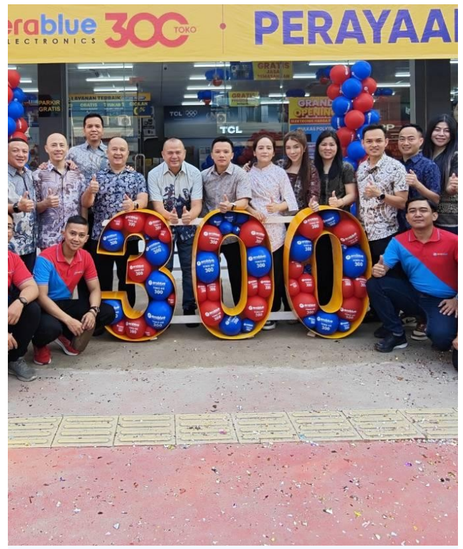
86 stores



DMX Technician

Delivery, installation, warranty and repair at home

4,000+ technicians



Erablue

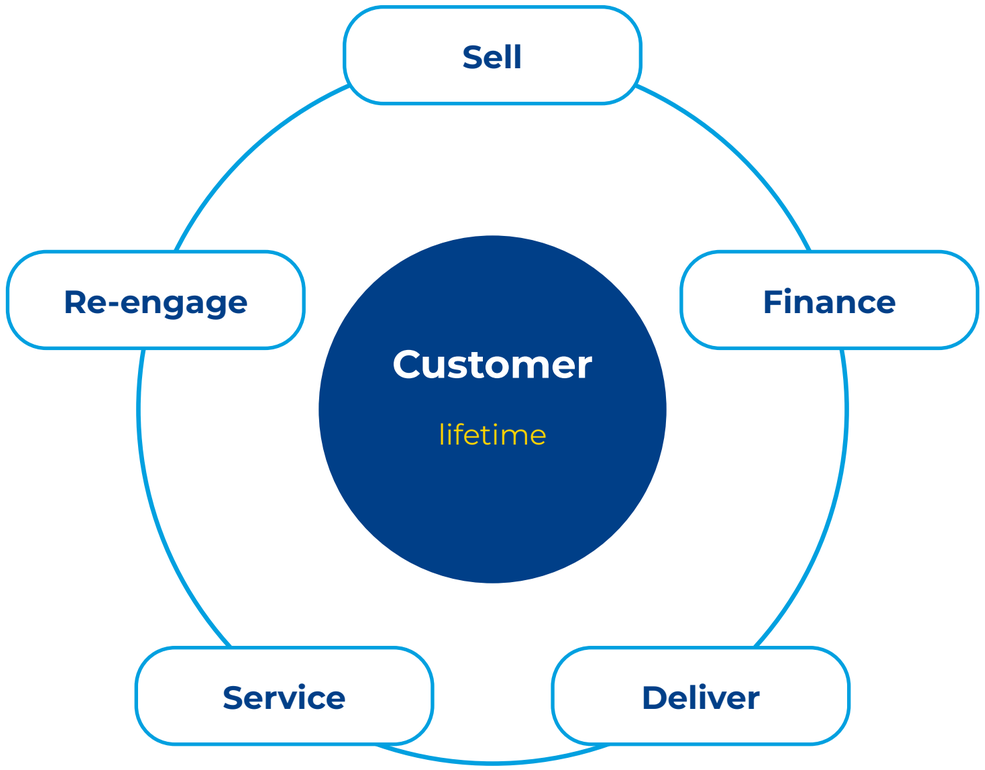
No.1 consumer electronics chain in Indonesia

369 stores

Store count as at 31 October 2026.

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

19.8mn

Super App members receiving offers and maintenance reminders

Data as at 31 October 2026.

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**

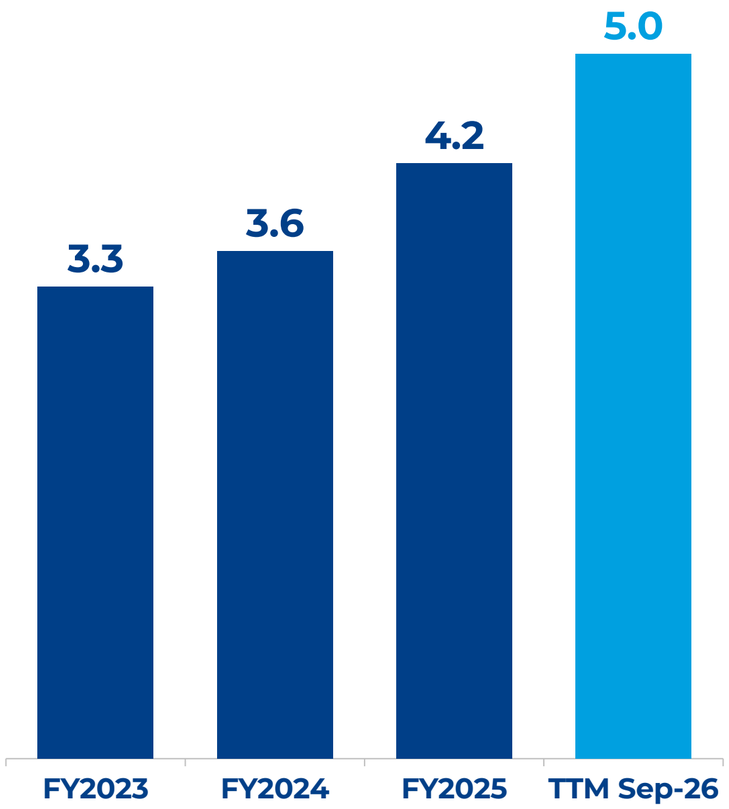
05 **Passion in our work**

Consolidated Financial Results

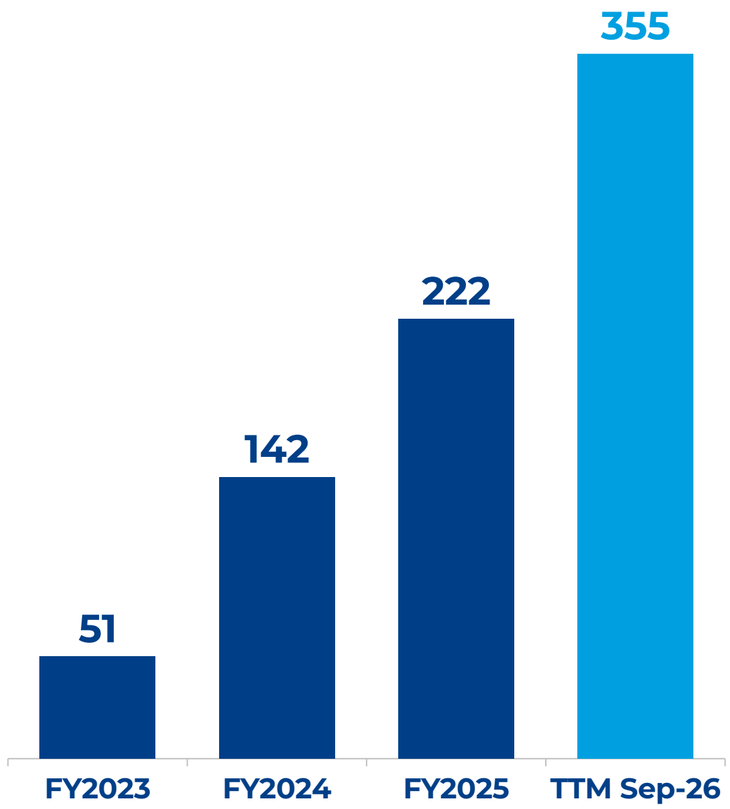
9M2026

TTM Sep-26 net profit is 6.9x the 2023 level on 49% more revenue.

Net revenue, US$ bn



Net profit after tax, US$ mn



+49%
Net revenue growth, TTM Sep-26 vs FY2023

6.9x
Net profit after tax, TTM Sep-26 vs FY2023

7.2%
Net margin, TTM Sep-26, up from 1.5% in FY2023

Source: DMX consolidated financial statements, reported basis (audited FY2023 to FY2025, 9M2026 from Q3 2026 statements). TTM Sep-26 = FY2025 + 9M2026 - 9M2025. Converted at VND 26,190 per US$.

Five Growth Pillars, 2026-2030

From Vietnam's leading retail platform, five ways to serve customers more fully.



01

Quality-Driven Growth

Better stores and a better shopping experience, rather than simply more stores.



02

Consumer Finance and Utility Services

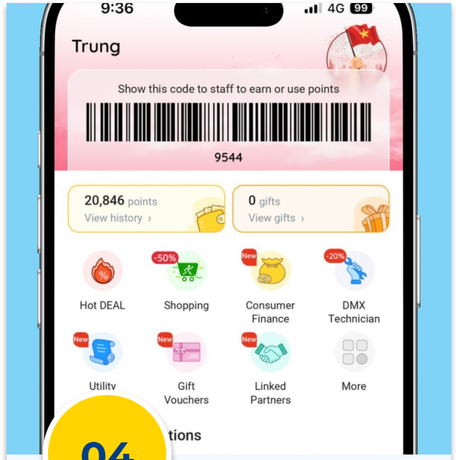
Instalments, payments and everyday services that make products easier to own.



03

DMX Technician After-Sales Platform

Installation, repair and maintenance at home, across the full life of every product.



04

Super App and Online

One app for shopping and services, linking online and in-store seamlessly.



05

Erablue in Indonesia

Taking a Vietnamese retail model to the region, starting with Indonesia.

Thank you

CTCP ĐẦU TƯ ĐIỆN MÁY XANH

Dien May Xanh Investment JSC

www.dmx.vn