

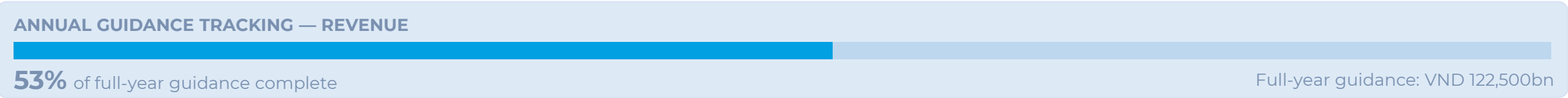


# BUSINESS RESULTS — 6 MONTHS 2026

## SUMMARY

DMX posted VND 65,295bn in revenue for 6M2026, +31% YoY<sup>1</sup>, completing 53% of the annual target and on track with plan. Growth was broad-based across all chains and product categories driven by 32% SSSG. Revenue from financed sales surged 49% YoY and accounted for 38% of total revenue, with a 96% financing eligibility rate across products. Erablue posted 92% YoY revenue growth on 17% SSSG and 146 new store openings.

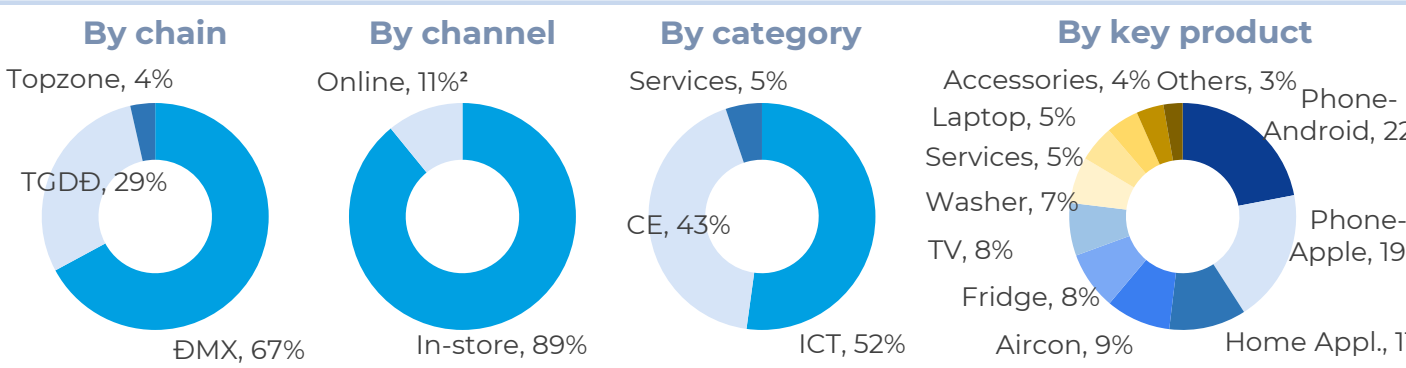
## FINANCIAL & OPERATIONAL HIGHLIGHTS



## STORE NETWORK

| Chain               | Store count | YoY change | YTD change |
|---------------------|-------------|------------|------------|
| Điện Máy Xanh       | 2,005       | -18        | -3         |
| Thế Giới Di Động    | 924         | -6         | -3         |
| TopZone             | 84          | -1         | -1         |
| Erablue (Indonesia) | 261         | +146       | +80        |
| Total (DMX)         | 3,274       | +121       | +73        |

## REVENUE MIX (EXCL. DMX TECHNICIAN)

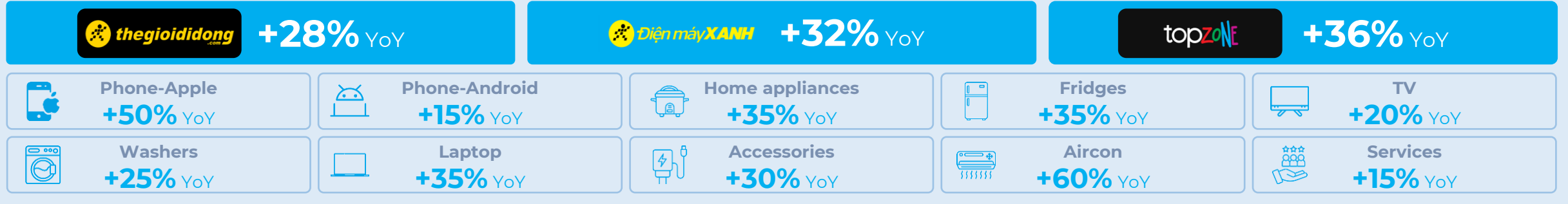


<sup>1</sup>LfL change excluding the impact of An Khang and AvaKids, and including DMX Technician; <sup>2</sup>Including Super App & Other online channels

# 5 GROWTH PILLARS — 6 MONTHS 2026

## Pillar 1 QUALITY-DRIVEN GROWTH

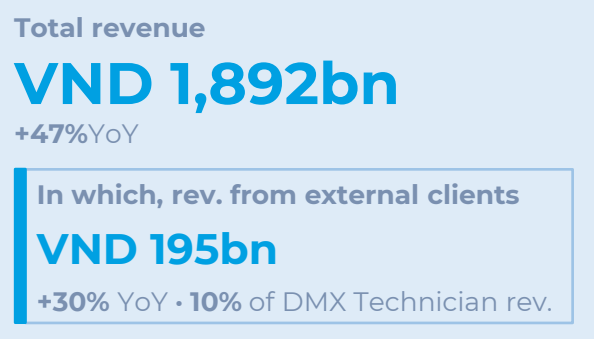
All chains in Vietnam posted double-digit revenue growth despite no new store openings, with TopZone delivering the strongest performance driven by a 50% YoY increase in Apple sales. Other key categories delivered 15-60% YoY growth, with Aircon accelerating on summer seasonality.



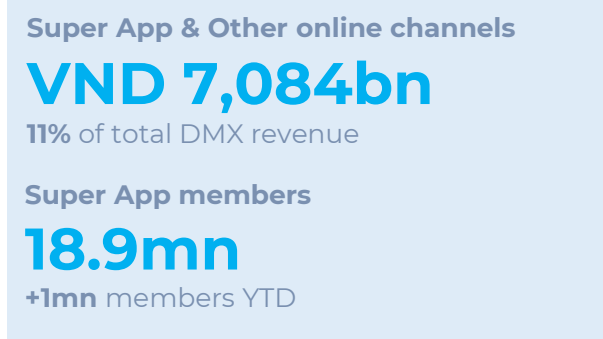
## Pillar 2 CONSUMER FINANCE & UTILITY SERVICES



## Pillar 3 DMX TECHNICIAN



## Pillar 4 SUPER APP & ONLINE



## Pillar 5 ERABLU: “The 2<sup>nd</sup> DMX” in Indonesia

