GEARED UP FOR A HOT SUMMER

12/05/2026

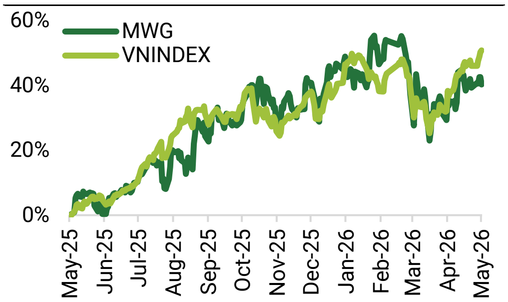
RECOMMENDATION	BUY
Fair price	115,600
Current price	83,500
Upside/downside	38%

STOCK INFORMATION	
Outstanding shares (mil)	1,468.4
Free float (mil)	82.6%
Market cap. (billion VND)	124,228.63
3m avg. volume (shares)	7,550,823
Foreign ownership (%)	49.0%
First listing date	14/07/2014

SHAREHOLDER STRUCTURE	
Retail World Investment Advisory Ltd.	10.4%
Arisaig Asia Fund Limited	3.5%
Tran Huy Investment Consulting Co.	2.2%
Nguyen Duc Tai	2.2%
Others	81.7%

KEY ATTRIBUTES	
TTM EPS (VND)	5,573
BVPS (VND)	24,049
Nợ/VCSH	78.2%
ROA (%)	10.0%
ROE (%)	25.4%
P/E	15.1
P/B	3.5
Dividend yield (%)	1.2%

PRICE PERFORMANCE



COMPANY PROFILE

MWG is Vietnam's leading retailer, operating more than 5,800 retail stores nationwide under The Gioi Di Dong, Dien May Xanh, Bach Hoa Xanh, and An Khang chains, across the ICT-CE, grocery, and pharmacy segments. In Vietnam, MWG holds the leading market share position in the ICT-CE segment and ranks among the top two players in the grocery segment.

SENIOR ANALYST

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- MWG reported strong 1Q2026 results, reaffirming the initial success of its "quality-driven growth" strategy, with Net Revenue increasing by 28.6% YoY to VND 46,462 bn and NPAT rising by 78.2% YoY to VND 2,758 bn, fulfilling 25% of the company's full-year revenue target and 30% of its profit target, respectively.
- In addition to the performance improvement of its traditional retail operations, MWG has expanded into comprehensive solution offerings through consumer finance, after-sales services, omnichannel platforms. We expect SSSG to remain robust at 16.7% YoY for TGDD&Topzone and 22.7% YoY for Dien May Xanh chain.
- We revise upward our 2026F earnings forecast, Net revenue/NPAT of VND 187,648/9,340 bn (+20.3%/32.1% YoY), increases of 3.9%/16.6% compared to our previous forecasts. Net Margin is expected to improve to 5.0% (+44bps YoY). The upward revision reflects a favorable outlook for ICT-CE, enhanced cost optimization efficiency, more meaningful earnings contributions from BHX.
- Using the SOTP and DCF method, we derive target price for MWG of VND 115,600/share. With an upside potential of 38% versus the closing price on May 11, 2025, we upgrade our recommendation from **OVERWEIGHT** to **BUY**.

1Q2026 Business results update

MWG delivered strong 1Q2026 results, Net Revenue increasing by 28.6% YoY to VND 46,462 bn and NPAT rising by 78.2% YoY to VND 2,758 bn, fulfilling 25% of the company's full-year revenue target and 30% of its profit target, respectively. Despite no new store openings, same-store sales growth (SSSG) at Dien May Xanh and TGDD&Topzone improved to VND 3.4 bn/store/month (+31.7%/36.1% YoY), reaffirming the effectiveness of MWG's "quality-driven growth" strategy. Meanwhile, BHX continued to expand with 280 new store openings, with newly opened stores achieving positive store-level operating profit in their first quarter of operation.

Gross Margin and Net margin in 1Q2026 improved to 20.9% (+97bps YoY) and 5.9% (+165bps YoY), respectively, driven by (i)10–15% increase in product selling prices, (ii) a decline in the SG&A-to-revenue ratio to 14.7% (vs. 15.5% in 1Q25), and (iii) income contribution from Dien May Xanh Technician, consumer finance activities.

Investment highlights

(1) Dien May Xanh (DMX) sustains strong growth, supported by improving store productivity and the expansion of an integrated consumer ecosystem: We expect DMX to remain the key growth driver of MWG in 2026F, underpinned by rising ASP trends in ICT-CE products, replacement demand for devices post-COVID-19, and continued market share gains. In addition to its core retail business, DMX is expanding into an integrated consumer ecosystem through consumer finance, after-sales services, and omnichannel sales platforms. Zero-interest installment programs help enhance customer affordability, while DMX Technician opens up an additional service revenue stream and increases value per transaction. We expect DMX to continue delivering strong SSSG in 2026F, reaching 16.7% YoY for TGDD&Topzone and 22.7% YoY for DMX.