



WinCommerce Business Results

Update for April 2026

May 2026

MASAN
GROUP



WinCommerce



WinCommerce's Business Results in April 2026

Net revenue for April (VNDbn & YoY %)

WinCommerce VND **3,656B** ▲26.9%

Win VND **615B** ▲11.4%

WinMart+
TUOI NGON THUONG HANG!
(Minimart Urban) VND **1,004B** ▲20.2%

WinMart+
(Minimart Rural) VND **1,019B** ▲57.0%

WinMart
TUOI NGON THUONG HANG!
(Supermarket) VND **838B** ▲14.5%

Net new store opening (“NSO”) in April vs. March

Win 766 stores, ▲4 store(s)

WinMart+
TUOI NGON THUONG HANG!
(Minimart Urban) 1,806 stores, ▲17 store(s)



WinMart
TUOI NGON THUONG HANG!
(Supermarket) 130 stores, ▲0 store(s)

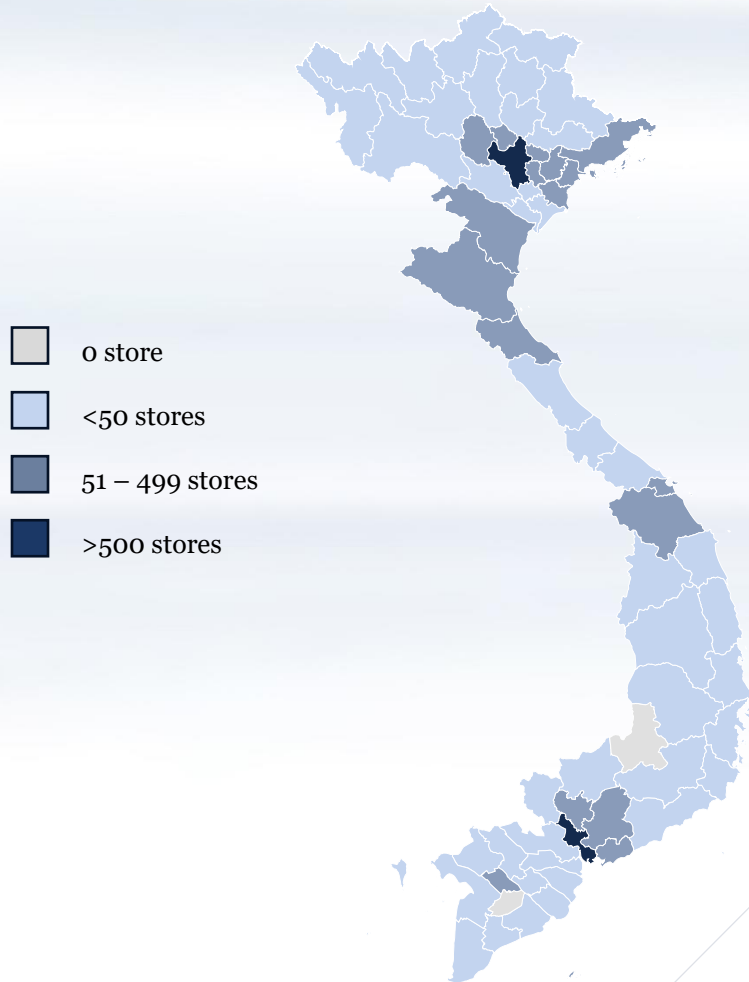
WinMart+
(Minimart Rural) 2,238 stores, ▲102 store(s)

■ Win ■ Minimart Urban ■ Minimart Rural ■ Supermarket



Total Number of WCM Stores Nationwide

Store density¹ as of April 2026



Northern region

2,696

Store count

▲ 271

NSO in 4M2026

Central region

1,185

Store count

▲ 77

NSO in 4M2026

Southern region

1,059

Store count

▲ 0

NSO in 4M2026



WCM 2026 Business Plan Progress Tracking

	Business plan 2026 Base – High case	4M2026	Status
WCM			
NSO	1,000 – 1,500	348 ¹	On Target
Revenue	15%-21%	28.7%	Outperform

Performance Highlights:

- Net revenue in April 2026 reached VND 3,656 billion, up 26.9% YoY. April 2026’s LFL revenue² grew by 13.6% YoY.
- Net revenue in 4M2026 reached VND 15,019 billion, up 28.7% YoY. 4M2026’s LFL revenue² grew by 14.0% YoY.
- A total of 348 net new store openings (NSOs) were opened in 4M2026, on track to achieve the 2026 target range, with continued acceleration required to reach the high case.
- Of these, 298 stores were WinMart+ Rural format, accounting for 86% of new openings.
 - The Northern and Central regions remain the focus of NSO, further cementing WCM’s regional leadership and reinforcing its home-field edge through greater scale and network density.
 - Over 98% NSOs achieved positive store-level EBITDA margins in 4M2026.
- With revenue growth of 28.7% YoY and 348 stores added in 4M2026, WCM is currently on track to meet its 2026 guidance for both revenue and store expansion.



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