



WinCommerce

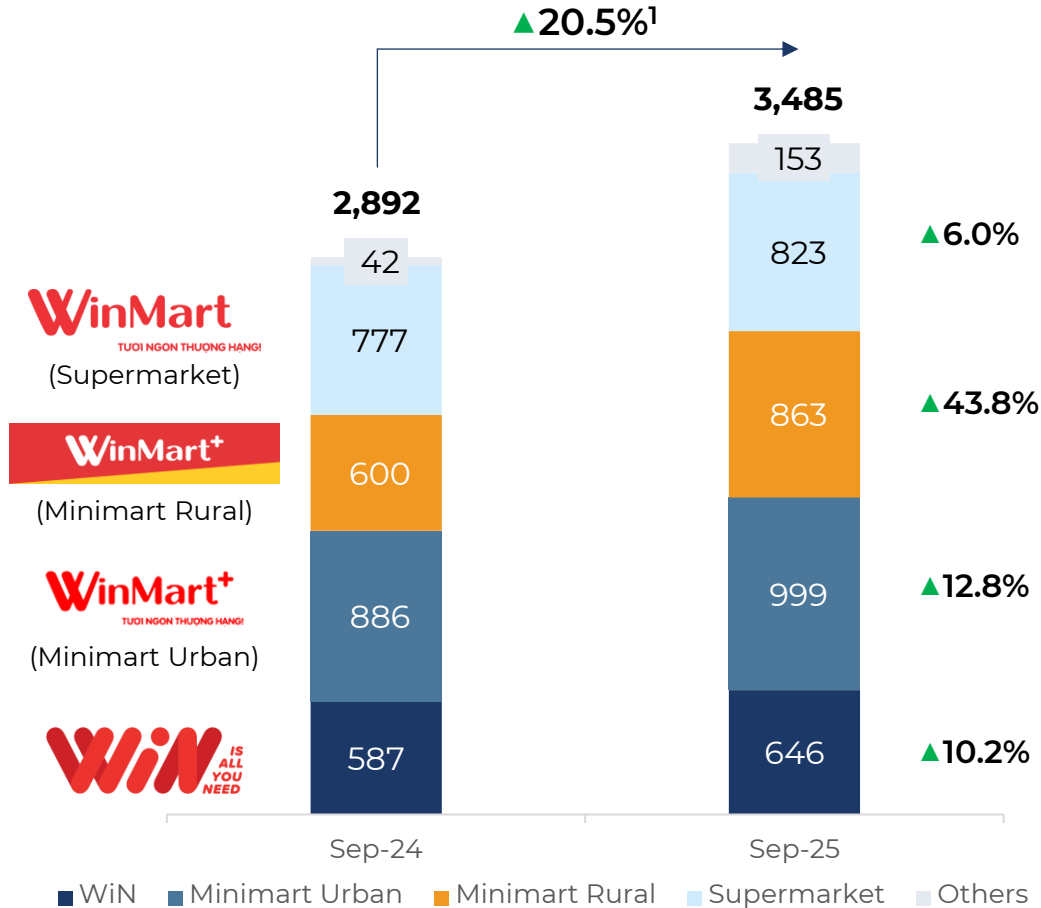
WinCommerce: Business Results Update for Sep 2025

10/2025

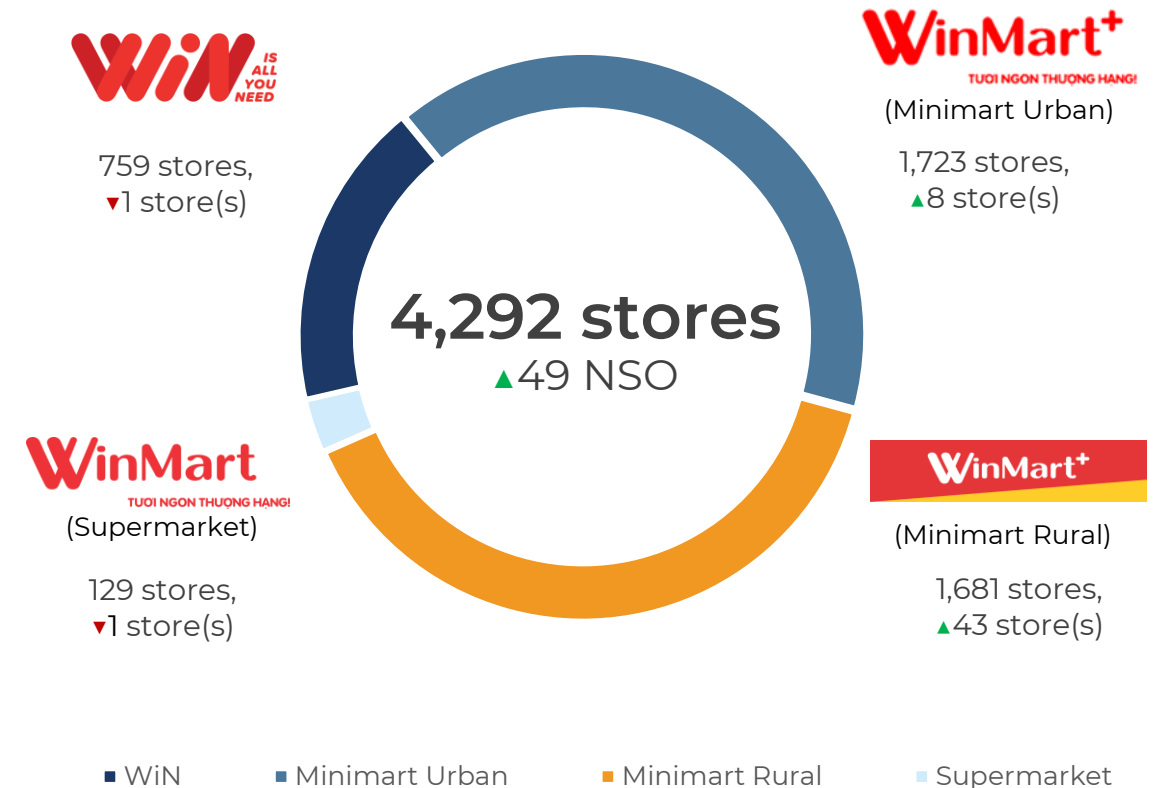


WinCommerce's Business Results in September

Net revenue (VNDbn & YoY %)

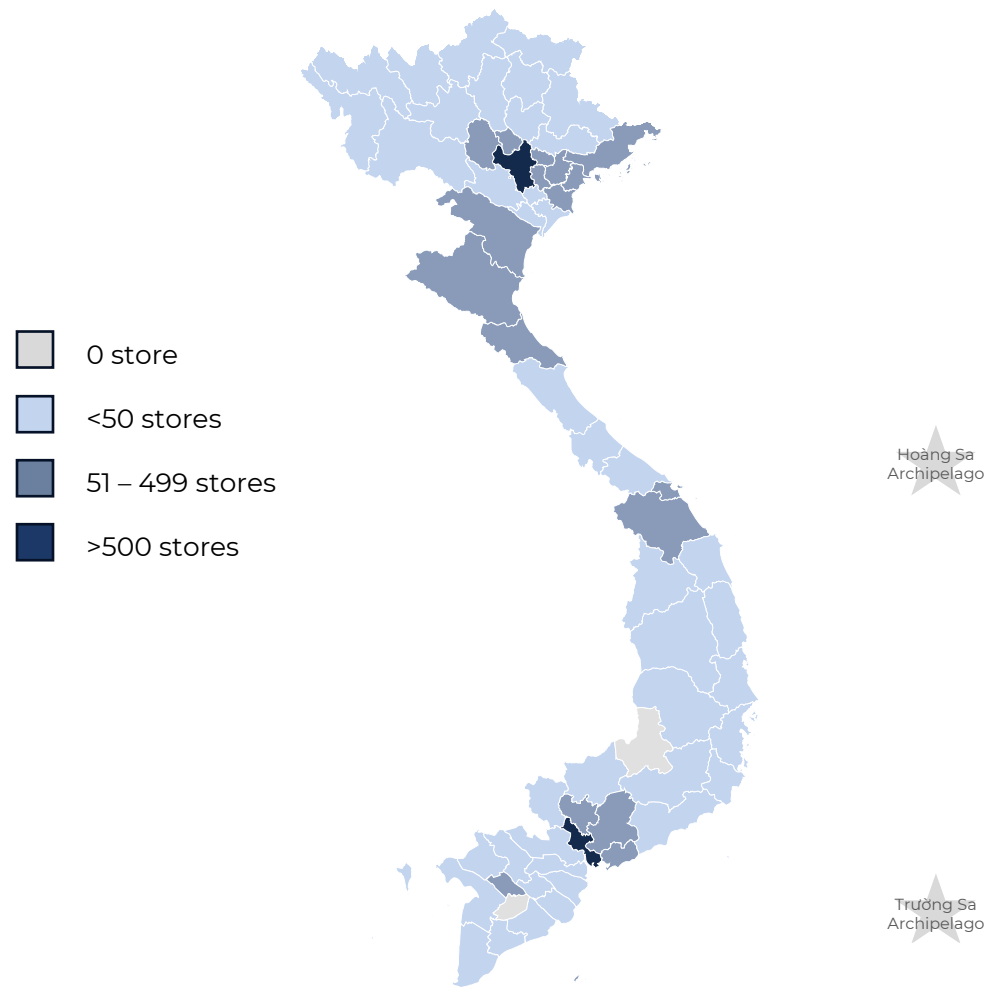


New store opening ("NSO") in September (vs. Aug)



Total Number of WCM Stores Nationwide

Store density¹ as of September 2025



Northern region

2,240

Store count

▲224

NSO in the First 9 Months of 2025

Central region

994

Store count

▲227

NSO in the First 9 Months of 2025

Southern region

1,058

Store count

▲13

NSO in the First 9 Months of 2025

(1) This map reflects the administrative division of Vietnam prior to the most recent provincial reorganization by the Vietnamese government.

WCM 2025 Business Plan Progress Tracking

	Business plan 2025 Base – High case	First 9 months of 2025 (9M2025)	September 2025	Status
WCM				
NSO	400 – 700	464 ¹	49	On track
Revenue	8% - 12%	16.6%	20.5%	Outperform

Performance Highlights:

- Net revenue in the first 9 months of 2025 reached VND 28.5 trillion, up 16.6% YoY. First 9 months LFL revenue² grew by 8.2% YoY.
- In September 2025, net revenue totaled VND 3,485 billion, up 20.5% YoY. Additionally, September's LFL revenue² grew by 8.3% YoY.
- A total of 464 New store openings (NSOs)¹ were opened in the first 9 months of 2025.
 - Of these, 343 stores were WinMart+ Rural format, accounting for approximately 75% of new openings.
 - The Central region led the expansion with 227 new stores, accounting for approximately 50% of new openings.
 - NSOs in the first 9 months of 2025 have, overall, contributed positively to profitability.

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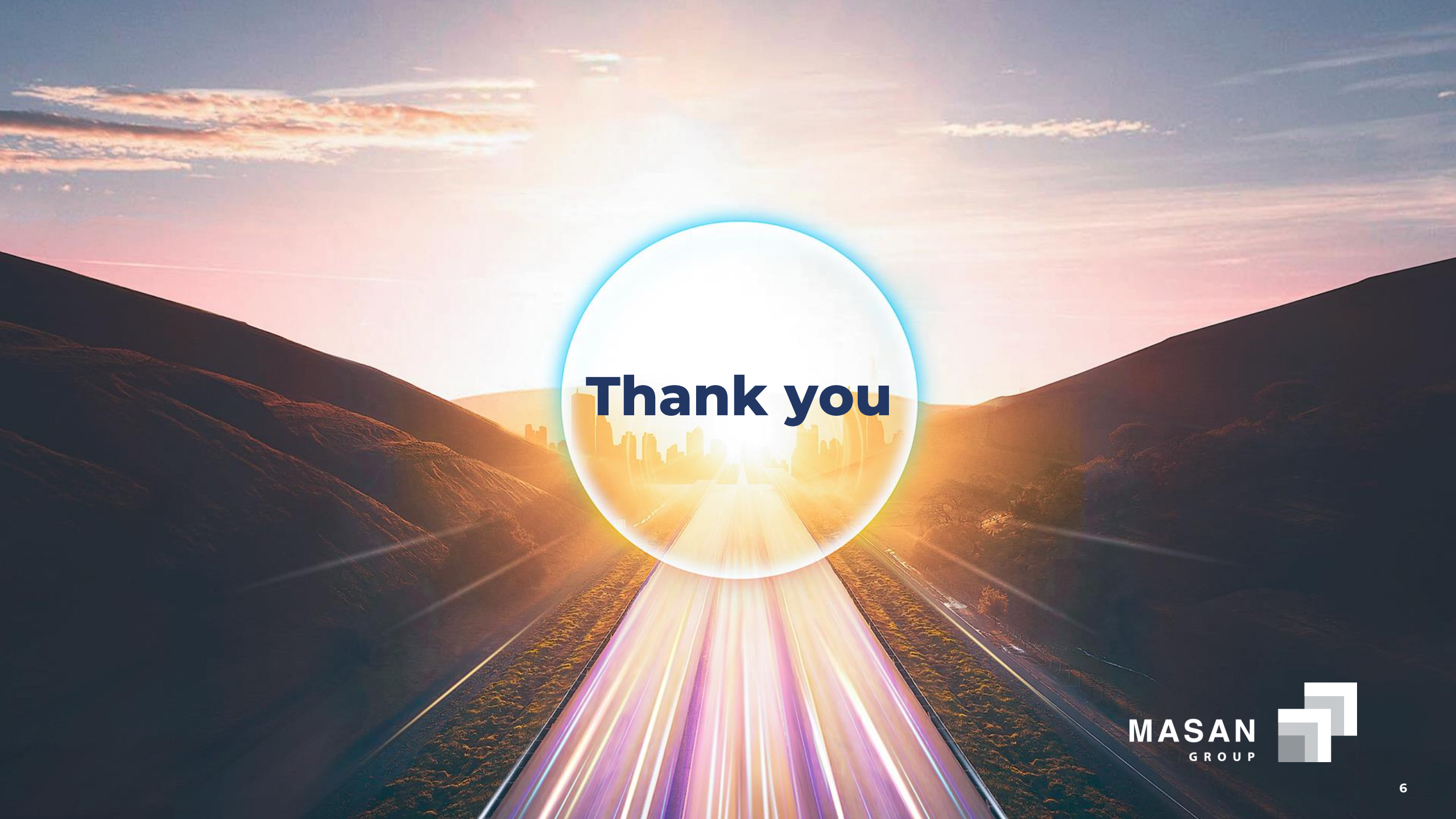
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The background image is a composite landscape. In the foreground, a road with multiple lanes stretches from the bottom center towards the horizon. The road is flanked by dark, silhouetted hills. The sky is a vibrant mix of orange, pink, and blue, suggesting a sunset or sunrise. A large, glowing white circle with a blue outline is positioned in the center of the image. Inside this circle, a city skyline is visible, appearing to be on the horizon of the road. The text "Thank you" is written in a bold, dark blue font across the middle of the circle.

Thank you

