



WinCommerce

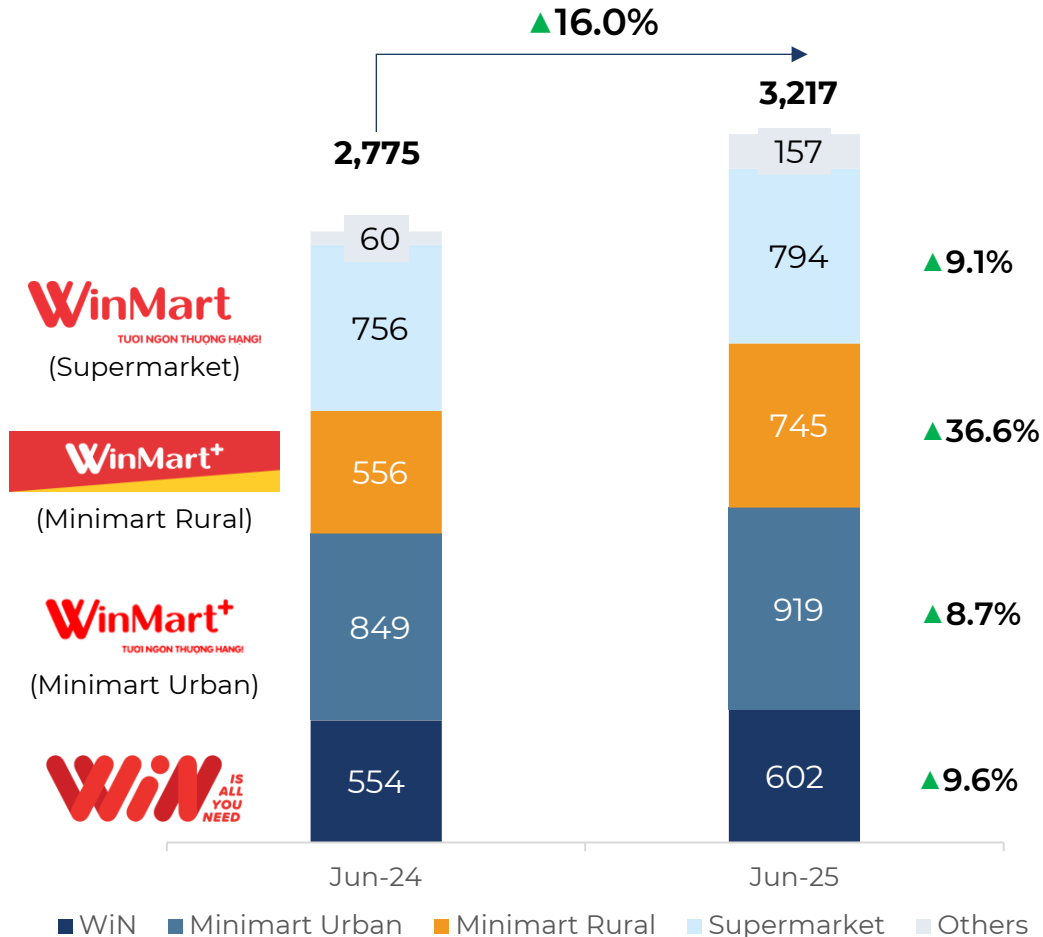
WinCommerce: Business Results Update for June 2025

07/2025

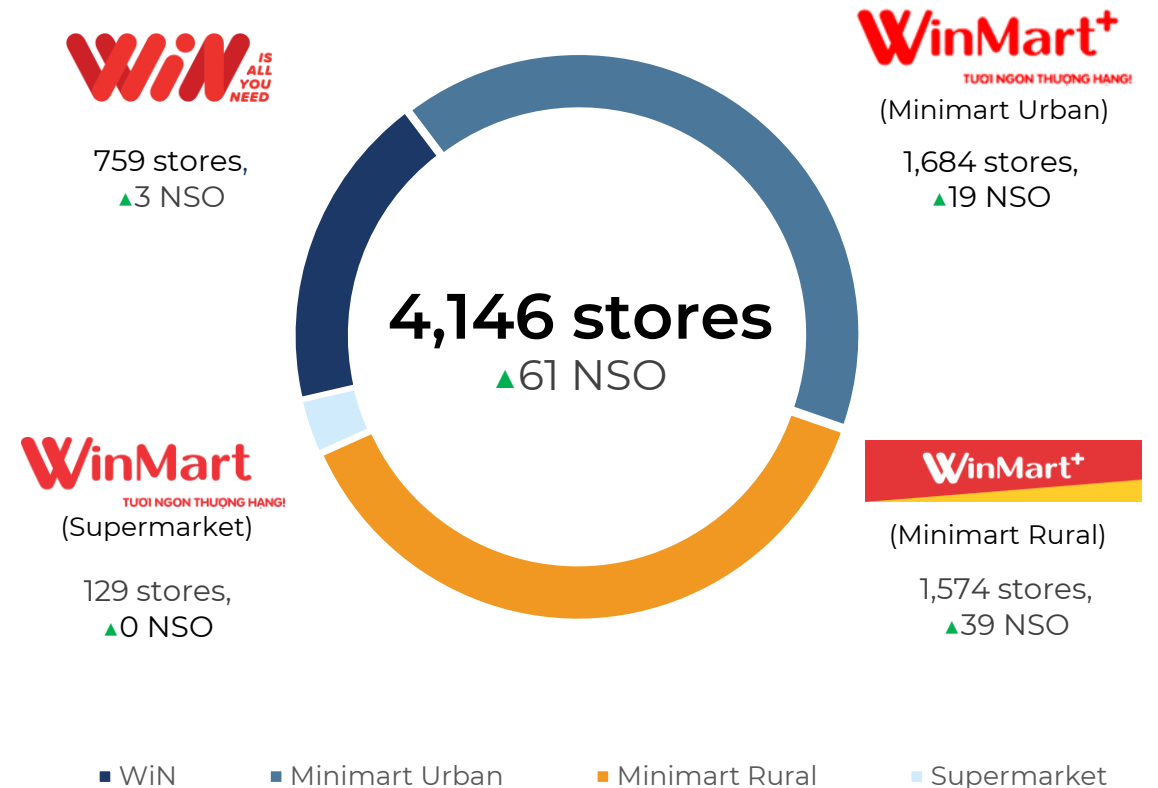


WinCommerce's Business Results in June

Net revenue (VNDbn & YoY %)

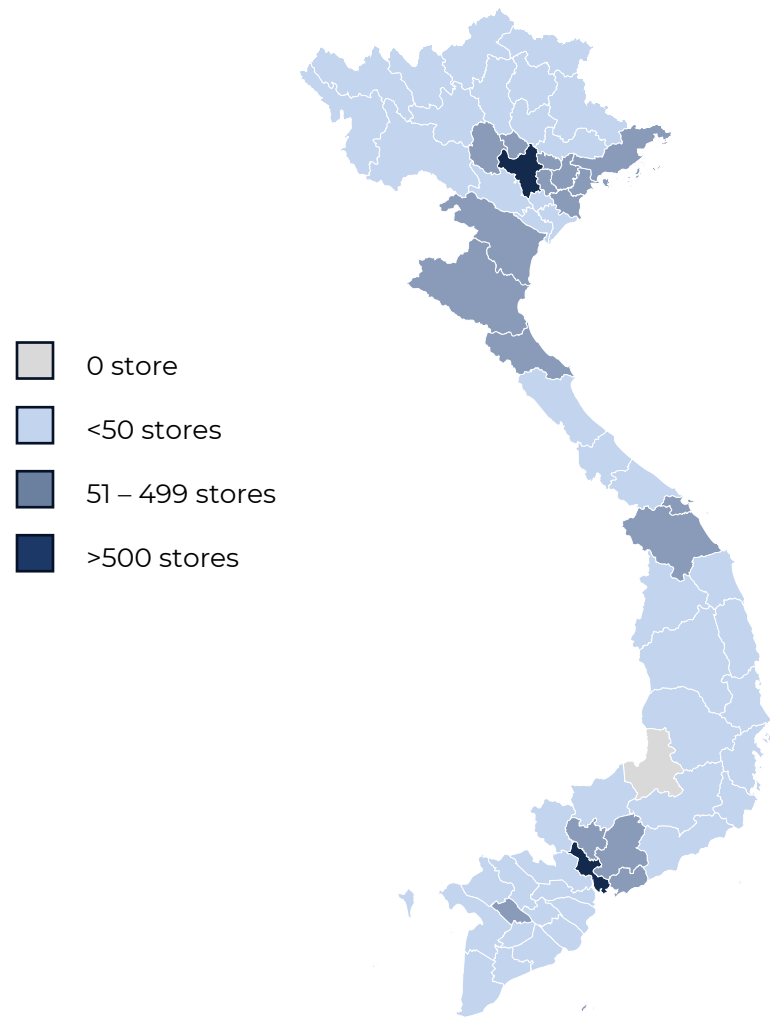


New store opening ("NSO") in June (vs. May)



Total Number of WCM Stores Nationwide

Store density as of May 2025



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Northern region

2,165

Store count

▲149

NSO in the First 6 Months of 2025

Central region

928

Store count

▲161

NSO in the First 6 Months of 2025

Southern region

1,053

Store count

▲8

NSO in the First 6 Months of 2025

WCM 2025 Business Plan Progress Tracking

	Business plan 2025 Base – High case	First 6 months of 2025 (6M2025)	June 2025	Status
WCM				
NSO	400 – 700	318 ¹	61	On track
Revenue	8% - 12%	13.4%	16.0%	Outperform

Performance Highlights:

- Net revenue in the first 6 months of 2025 reached VND 17.9 trillion, up 13.4% YoY. Additionally, LFL revenue² grew by 6.9% YoY.
- In June 2025, net revenue totaled VND 3,218 billion, up 16.0% YoY.
- A total of 318 New store openings (NSOs)¹ were opened in the first 6 months of 2025.
 - Of these, 236 stores were WinMart+ Rural format, accounting for approximately 75% of new openings.
 - The Central region led the expansion with 161 new stores, accounting for more than 50% of new openings.
 - NSOs in the first six months of 2025 have, on the whole, contributed positively to profitability.

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