



WinCommerce

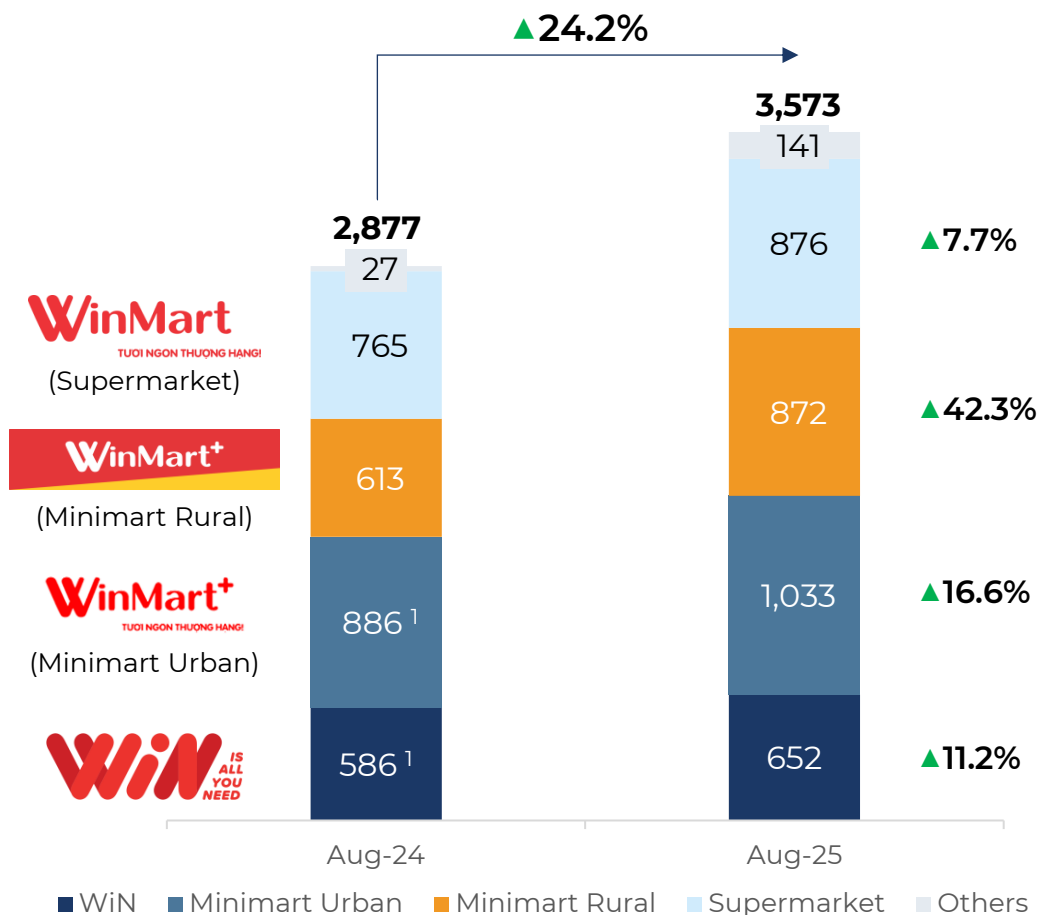
WinCommerce: Business Results Update for Aug 2025

09/2025



WinCommerce's Business Results in August

Net revenue (VNDbn & YoY %)

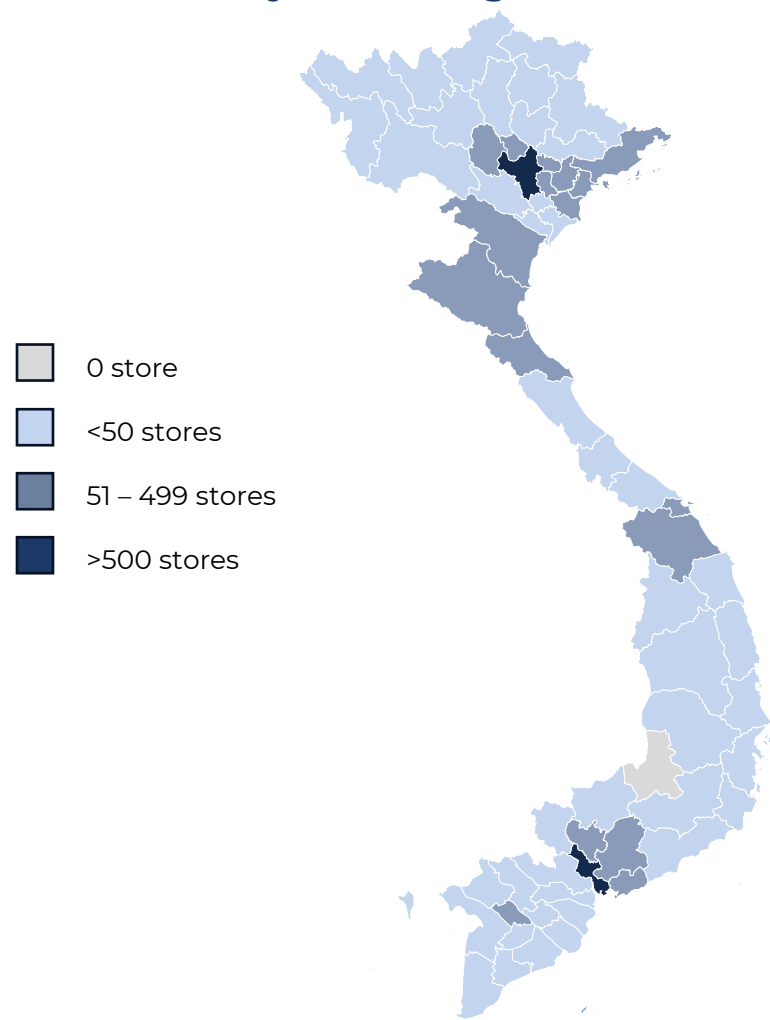


New store opening ("NSO") in August (vs. July)



Total Number of WCM Stores Nationwide

Store density as of August 2025



Powered by Bing
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Northern region

2,223

Store count

▲207

NSO in the First 8 Months of 2025

Central region

961

Store count

▲194

NSO in the First 8 Months of 2025

Southern region

1,059

Store count

▲14

NSO in the First 8 Months of 2025

WCM 2025 Business Plan Progress Tracking

	Business plan 2025 Base – High case	First 8 months of 2025 (8M2025)	August 2025	Status
WCM				
NSO	400 – 700	415 ¹	61	On track
Revenue	8% - 12%	16.1%	24.2%	Outperform

Performance Highlights:

- Net revenue in the first 8 months of 2025 reached VND 25.0 trillion, up 16.1% YoY. First 8 months LFL revenue² grew by 8.2% YoY.
- In August 2025, net revenue totaled VND 3,573 billion, up 24.2% YoY. Additionally, August's LFL revenue² grew by 11.9% YoY.
- A total of 415 New store openings (NSOs)¹ were opened in the first 8 months of 2025.
 - Of these, 300 stores were WinMart+ Rural format, accounting for approximately 75% of new openings.
 - The Central region led the expansion with 194 new stores, accounting for approximately 50% of new openings.
 - NSOs in the first 8 months of 2025 have, overall, contributed positively to profitability.

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