



WinCommerce

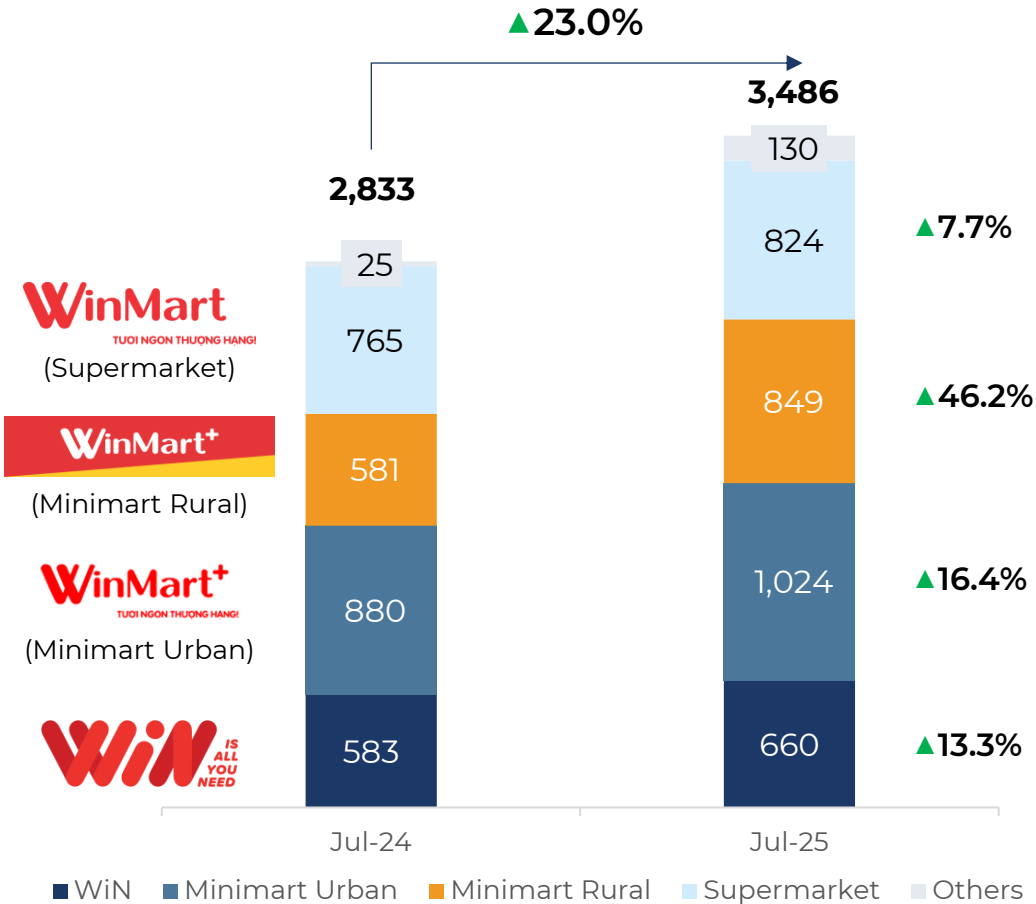
WinCommerce: Business Results Update for July 2025

08/2025

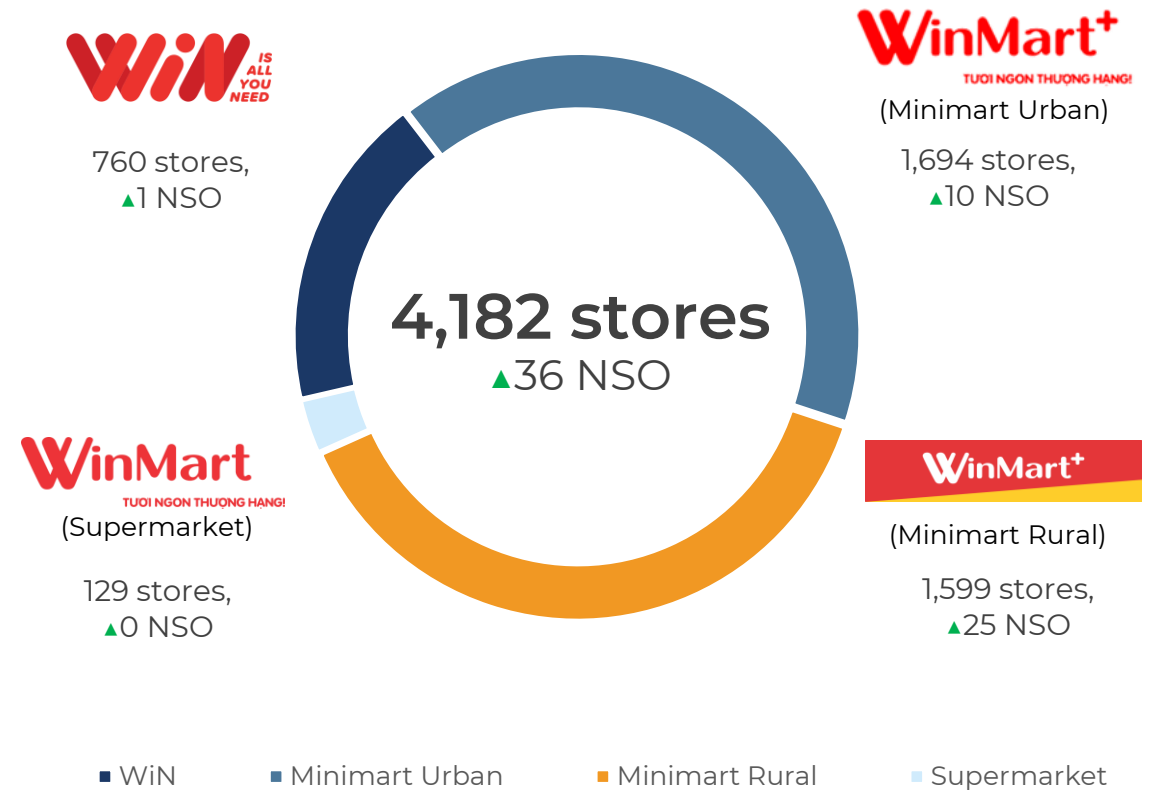


WinCommerce's Business Results in July

Net revenue (VNDbn & YoY %)

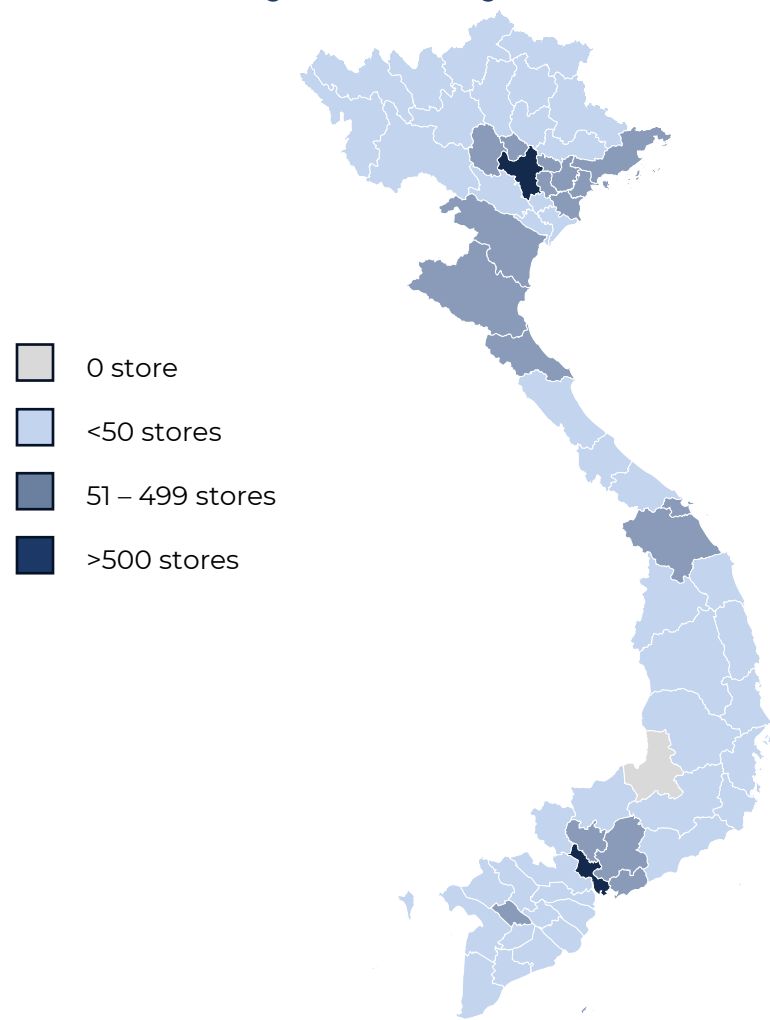


New store opening ("NSO") in July (vs. June)



Total Number of WCM Stores Nationwide

Store density as of July 2025



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Northern region

2,186

Store count

▲170

NSO in the First 7 Months of 2025

Central region

942

Store count

▲175

NSO in the First 7 Months of 2025

Southern region

1,054

Store count

▲9

NSO in the First 7 Months of 2025

WCM 2025 Business Plan Progress Tracking

	Business plan 2025 Base – High case	First 7 months of 2025 (7M2025)	July 2025	Status
WCM				
NSO	400 – 700	354 ¹	36	On track
Revenue	8% - 12%	14.8%	23.0%	Outperform

Performance Highlights:

- Net revenue in the first 7 months of 2025 reached VND 21.4 trillion, up 14.8% YoY. Additionally, LFL revenue² grew by 7.6% YoY.
- In July 2025, net revenue totaled VND 3,486 billion, up 23.0% YoY.
- A total of 354 New store openings (NSOs)¹ were opened in the first 7 months of 2025.
 - Of these, 261 stores were WinMart+ Rural format, accounting for approximately 75% of new openings.
 - The Central region led the expansion with 175 new stores, accounting for approximately 50% of new openings.
 - NSOs in the first seven months of 2025 have, on the whole, contributed positively to profitability.

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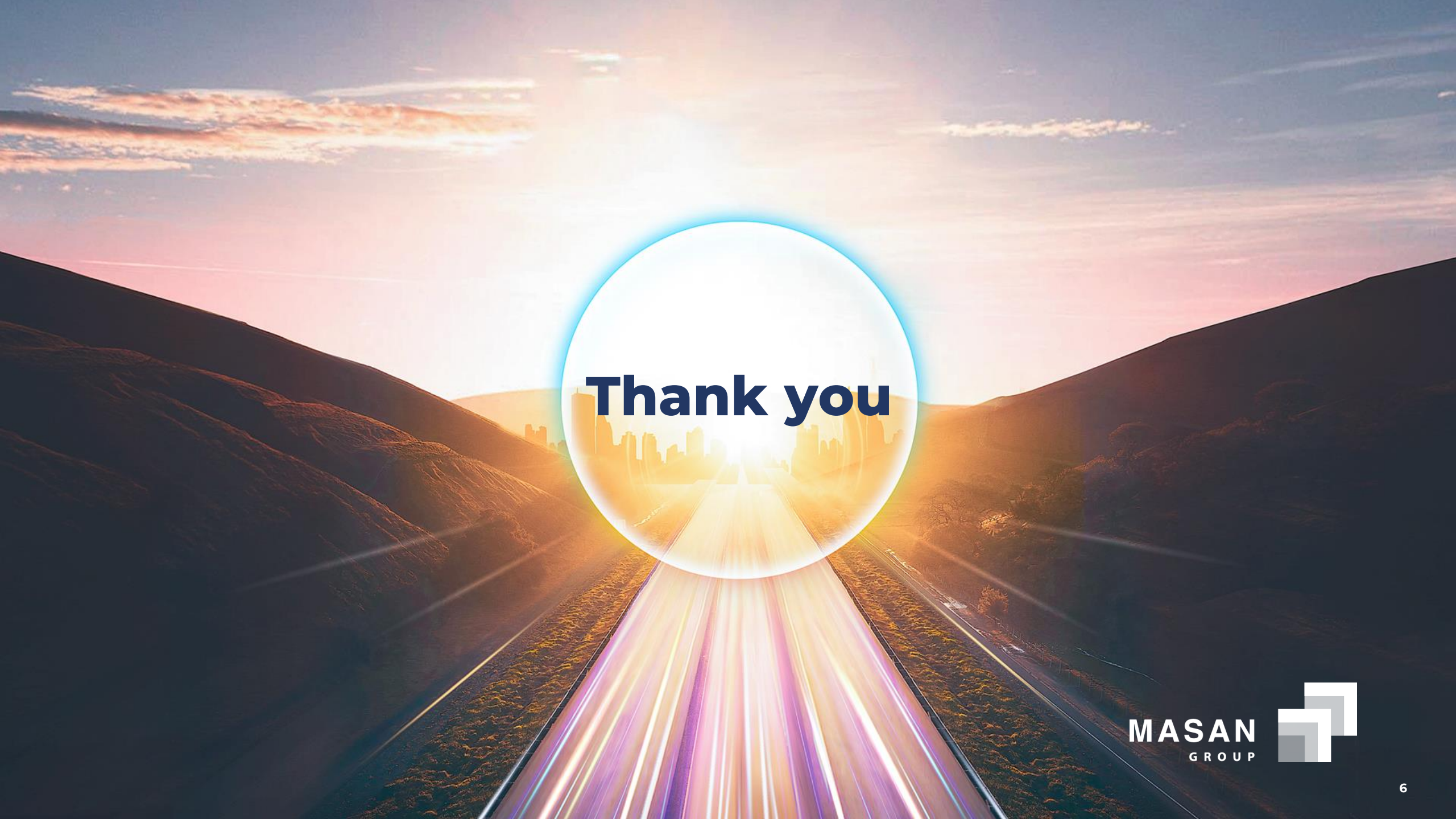
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The background of the slide is a composite image. It features a wide, straight road that stretches from the bottom center towards the horizon. The road is flanked by dark, silhouetted hills. In the distance, a city skyline is visible against a bright, glowing horizon. The sky is filled with soft, colorful clouds in shades of orange, pink, and blue, suggesting a sunset or sunrise. A large, semi-transparent white circle with a blue outline is centered over the road and city. Inside this circle, the text "Thank you" is written in a bold, dark blue font.

Thank you

