



WinCommerce

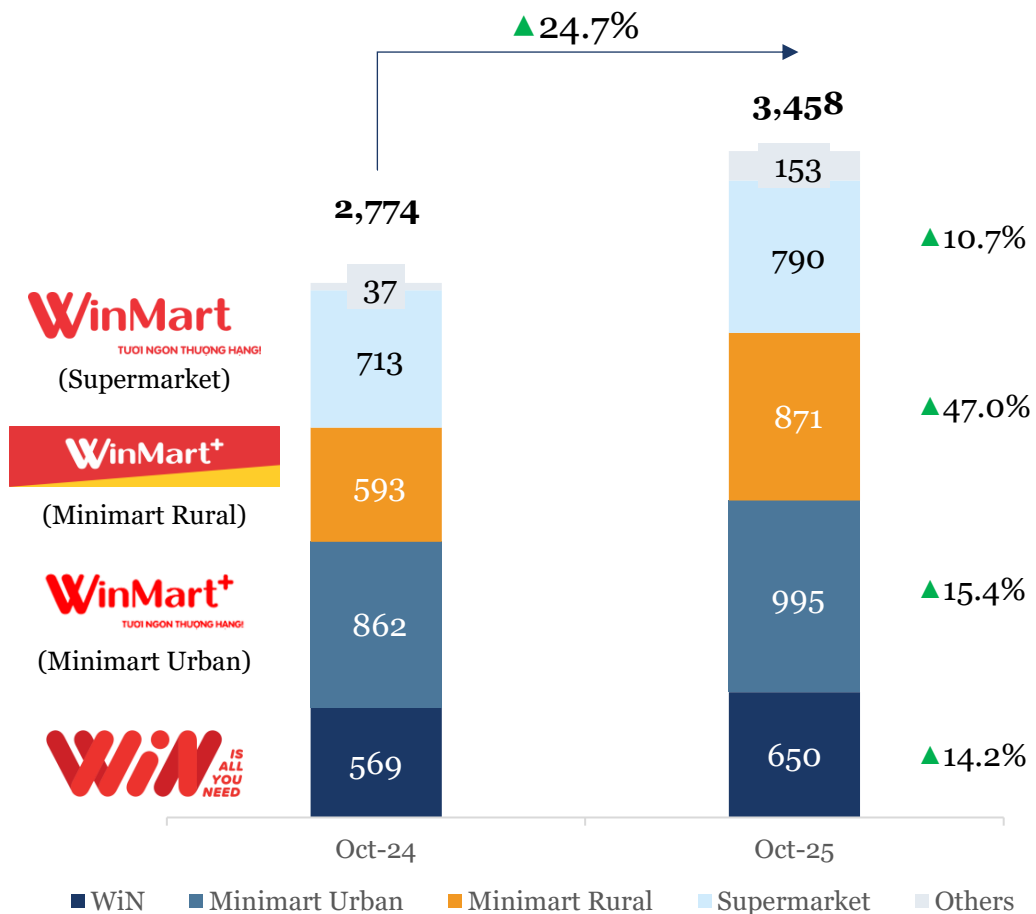
WinCommerce: Business Results Update for Oct 2025

11/2025

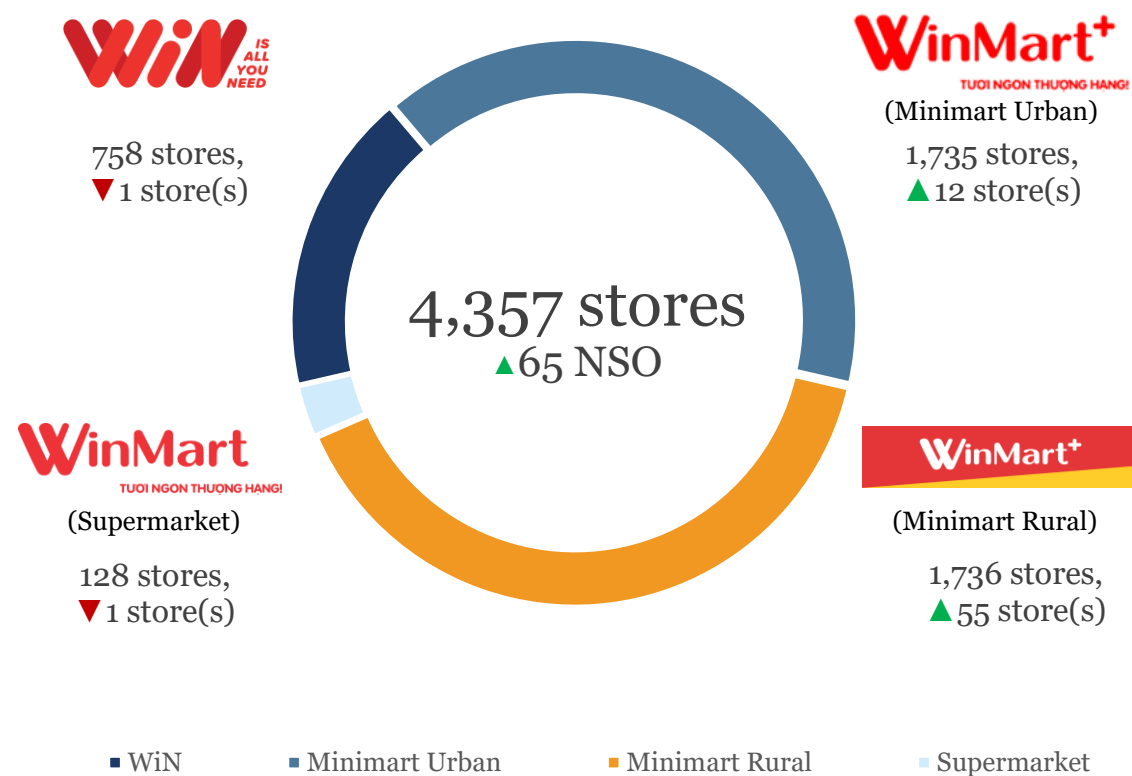


WinCommerce's Business Results in October

Net revenue (VNDbn & YoY %)

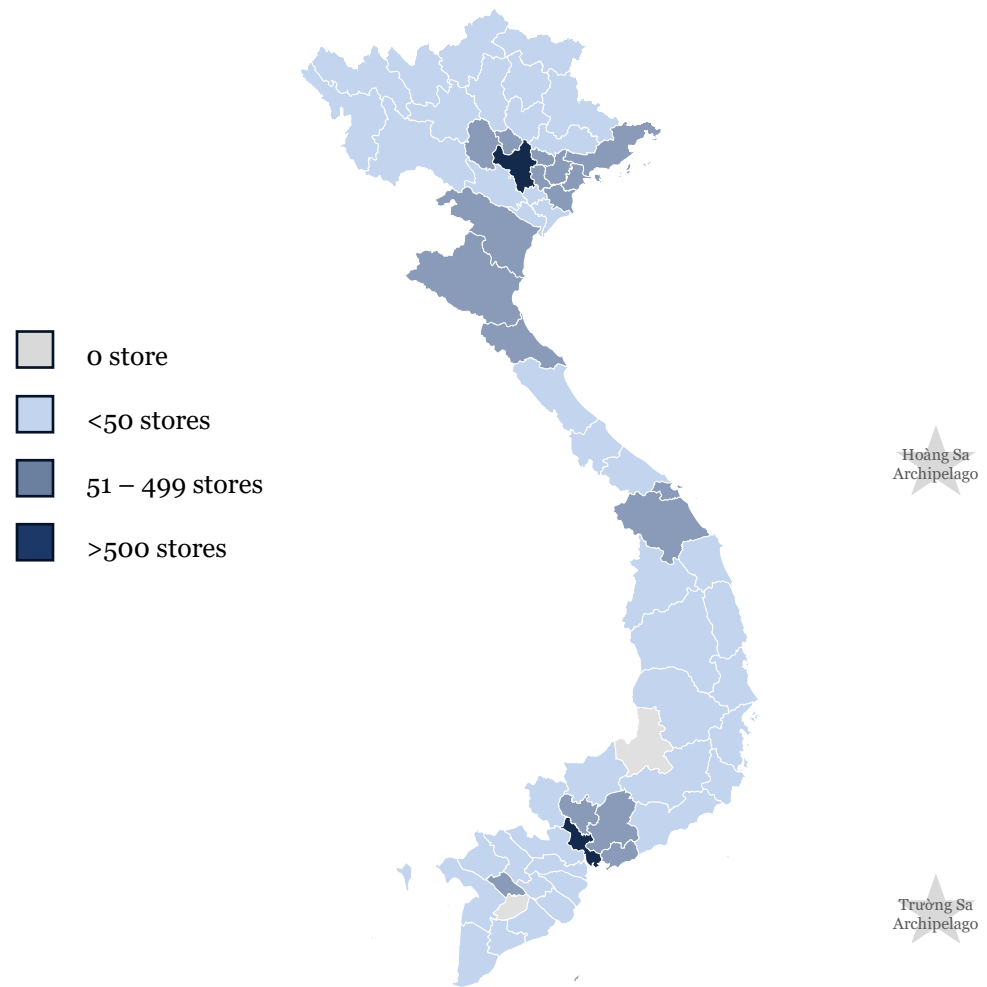


New store opening (“NSO”) in October (vs. Sep)



Total Number of WCM Stores Nationwide

Store density¹ as of October 2025



Northern region

2,269
Store count

▲253
NSO in the First 10 Months of 2025

Central region

1,028
Store count

▲261
NSO in the First 10 Months of 2025

Southern region

1,060
Store count

▲15
NSO in the First 10 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 10 months of 2025 (10M2025)	October 2025	Status
WCM				
NSO	400 – 700	529 ¹	65	On track
Revenue	8% - 12%	17.4%	24.7%	Outperform

Performance Highlights:

- Net revenue in the first 10 months of 2025 reached VND 31.9 trillion, up 17.4% YoY. First 10 months LFL revenue² grew by 8.6% YoY.
- In October 2025, net revenue totaled VND 3,458 billion, up 24.7% YoY. Additionally, October's LFL revenue² grew by 12.1% YoY.
- A total of 529 New store openings (NSOs)¹ were opened in the first 10 months of 2025.
 - Of these, 398 stores were WinMart+ Rural format, accounting for approximately 75% of new openings.
 - The Central region led the expansion with 261 new stores, accounting for approximately 50% of new openings.
 - NSOs in the first 10 months of 2025 have, overall, contributed positively to profitability.

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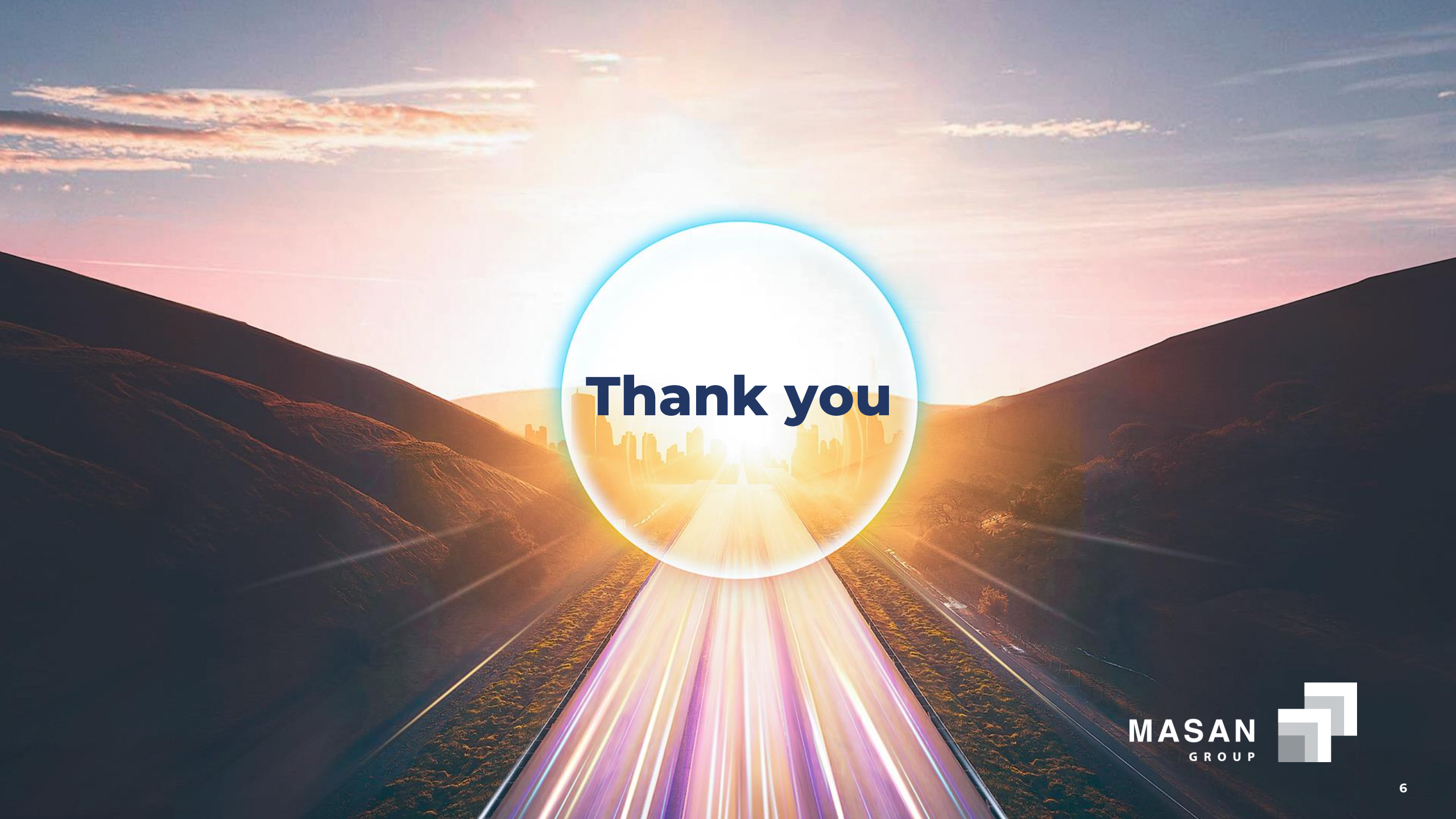
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