

CEO REPORT FOR 2016

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The revenue of 2016 of Mobile World Group (MWG) reached VND 44,613 billions, representing a YoY growth of 77%, and completing 131% of the full year revenue target of VND 34,166 billions.

The profit after tax (PAT) 2016 reached VND 1,578 billions, representing a YoY growth of 47%, and completing 114% of the full year PAT target of VND 1,388 billions.

The online revenue 2016 reached VND 3,372 billions, representing a YoY growth of 104%, and completing 102% of the full year revenue target of VND 3,300 billions.

In 2016, MWG opened 574 new stores, including 387 Thegioididong.com new stores and 187 Dien may XANH new stores. At the end of of December 2016, MWG is operating 1207 stores, including 951 thegioididong.com stores and 256 Dien may XANH stores.

In December 2016, MWG completed the ESOP issuance based on business performance of 2015 for around 1,400 managers from Store managers upwards.

SUMMARY	Actual 12 months 2016 (in billions)	YoY Growth	Full year target achievement
Revenue	44,613	77%	131%
- Mobile Phones Channel	30,904	49%	
- Consumer Electric Channel	13,709	206%	
Net Profit After Tax	1,578	47%	114%
Online Revenue	3,372	104%	102%



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Disclaimer

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