

15 May 2024

Retail

Better or worsen depends on macro conditions

Weak consumer demand might persist longer

In 1Q25, consumer demand improved relative to the previous quarter, supported by positive macroeconomic factors such as 6.9% yoy GDP growth and 10.6% yoy export growth, which increased consumer's income and purchasing power. As a result, three listed ICT-CE retail chains reported 12.2% yoy sales growth, continuing the recovery trend. However, for the rest of 2025, consumer demand may remain weak or even decline if tariff policies negatively impact the economy, due to falling consumer confidence and lower income from a potential slowdown in industrial production and exports.

MWG: BHX entered 1st expansion phase

In 1Q25, MWG reported net revenue of VND36.1 trillion (+14.8% YoY) and NPAT of VND1,548bn (+71.4% yoy), driven by sales of mobile phone, air-conditioner, and BHX's rapid expansion. Specifically, BHX opened 232 new stores (higher compared to 44 stores in 4Q24), while we estimate NPAT to be at VND25-50bn.

In 2Q25F, we think that BHX would open 200–250 stores, while posting NPAT of VND50-100bn (due to higher profits of stores opened in 4Q24 and lower losses of stores opened in 1Q25). At the bottom line, NPAT would grow strongly thank to the ICT-CE segments.

FRT: Growth slowed down

In 1Q25, FRT reported a net revenue of VND11.7tn (+29.1% yoy) and NPAT of VND213bn (+3.5x yoy). Long Chau continued to be the main contributor to the growth of sales and NPAT, while the recovery path of FPT Shop slowed down. The pharmacies' expansion rate was almost the lowest in last quarters, while vaccine centres expansion was up a bit from 11 VCs in 4Q24.

In 2Q25F, we think FRT's sale growth might be slower due to the slowdown in Long Chau's expansion and a gloomy outlook for FPT Shop. NPAT would be high coming from existing pharmacies, while FPT Shop might report losses.

PNJ: Harship from both sides

In 1Q25, PNJ's net revenue fell by 12.1% yoy to VND 8.8tn, mainly due to a 66.2% drop in Gold 24K sales, as consumers were reluctant to sell amid rising gold prices. Jewelry Retail sales grew 5% yoy, driven mainly by higher prices rather than from demand side, which remained weak due to rising gold costs. Net profit decreased 8.1% yoy to VND 678bn, impacted by higher raw gold costs.

In 2Q25F, gold prices might cool down but still remain at high level, and raw gold shortages could persist. Hence, PNJ is expected to see a slight recovery in Jewelry Retail, but challenges remain.

Non-rated

Company	Rating	TP (VND)
MWG	HOLD	N/A
FRT	Non-rated	N/A
PNJ	Non-rated	N/A

Research Department

Researchdept@kisvn.vn

Table 1. Coverage valuation

Recommendation & TP				Earning & Valuation								PB	EV/EBITDA
Company				Sales	OP	NP	EPS	BPS	ROE	ROA	PE		
				(VND bn)	(VND bn)	(VND bn)	(VND)	(VND)	(%)	(%)	(x)	(x)	(x)
Mobile World Group (MWG)	TP	N/A	2020A	108,546	5,216	3,918	8,650	34,139	28.4	8.9	15.2	3.8	8.2
	Price	64,300	2021A	122,958	5,888	4,899	6,861	28,561	27.3	9.0	19.2	4.6	11.3
	Market cap		2022A	133,405	6,644	4,100	2,802	16,338	18.5	6.9	15.3	2.6	6.3
	(VND bn)		2023A	118,279	1,017	167	114	15,953	0.7	0.3	428.5	2.8	40.3
			2024A	135,225	5,227	3,733	2,546	19,813	14.5	5.7	22.9	3.1	15.3
FPT Retail (FRT)	TP	N/A	2020A	14,661	14	10	266	15,367	2.0	0.4	101.1	2.1	0.5
	Price	175,000	2021A	22,495	546	444	5,618	21,045	30.9	5.5	17.6	4.7	2.2
	Market cap		2022A	30,166	474	398	3,295	16,951	21.3	3.7	24.2	8.6	2.2
	(VND bn)		2023A	31,850	(297)	(329)	(2,537)	11,738	(18.3)	-2.9	-64.6	13.9	0.5
			2024A	40,104	543	408	2,331	14,032	18.9	2.2	84.8	14.1	33.6
Phu Nhuan Jewelry (PNJ)	TP	N/A	2020A	17,511	1,508	1,069	4,463	23,029	21.8	12.5	17.7	3.4	12.3
	Price	84,400	2021A	19,547	1,409	1,029	4,295	26,416	18.3	10.7	18.4	3.0	13.7
	Market cap		2022A	33,876	2,337	1,810	6,988	34,302	25.1	15.1	11.3	2.3	8.5
	(VND bn)		2023A	33,137	2,484	1,971	6,009	29,882	21.6	14.2	14.3	3.3	12.9
			2024A	37,823	2,652	2,115	6,254	33,292	20.1	13.4	15.3	2.9	12.5

Source: Company Data, KIS VN

Table 2: 1Q25 business results

(VNDbn, %, %p)

	Revenue			NPAT		
	1Q25	yoy	qoq	1Q25	yoy	qoq
MWG	36,135	14.8	4.5	1,548	71.4	81.6
FRT	11,670	29.1	1.9	213	250.6	58.9
PNJ	9,635	(23.5)	12.3	678	(8.1)	(7.5)
Coverage	57,440	8.1	5.2	2,439	43.3	41.9

Source: Company data, KIS VN

CONTENTS

I.	Weak consumer demand might persist longer	4
	Sales growth has a strong relationship with macro conditions	4
II.	1Q25 business results of listed enterprises	8
	MWG – BHX Entered 1 st growth phase	7
	FRT – Growth slowed down	9
	PNJ - Hardship from both sides	11

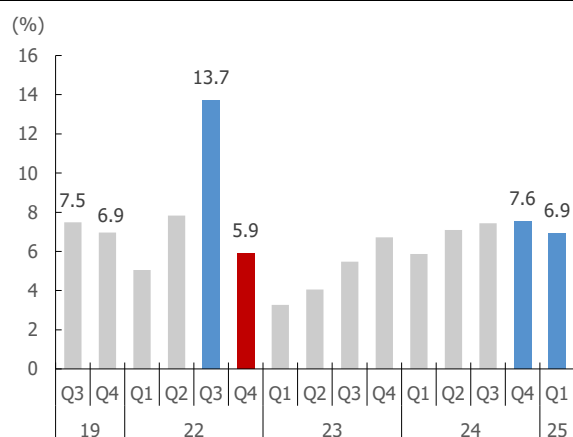
I. Weak consumer demand might persist longer

Retailer's sales growth has a strong relationship with macro conditions.

In 1Q25, we see that consumer demand continued to improve compared to the previous quarter but remained weak compared to pre-Covid-19 or 2022 levels. This was thanks to positive macroeconomic factors such as GDP growth (+6.9% yoy) driven by export growth (+10.6% yoy), which increased consumer income and purchasing power. As a result, 3 listed ICT-CE retail chains posted a 12.2% yoy in sales growth in 1Q25 (figure 04), maintaining the recovery trend.

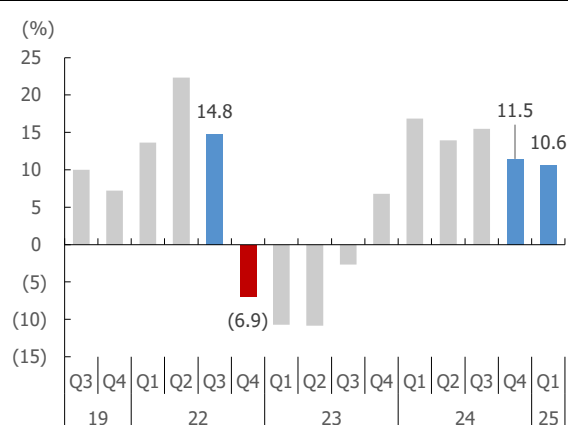
However, for the rest of 2025, we believe that consumer demand will likely remain weak or even weaker than it is now if the tariff policies have a negative impact on the economy. (1) The desire to spend might be lower since consumer confidence declines due to uncertainty about the future. (2) Purchasing power might also decline when industrial production slows down due to a lower export demand, leading to a lower consumer income.

Figure 1. GDP growth might be slower, affecting consumer purchasing power ...



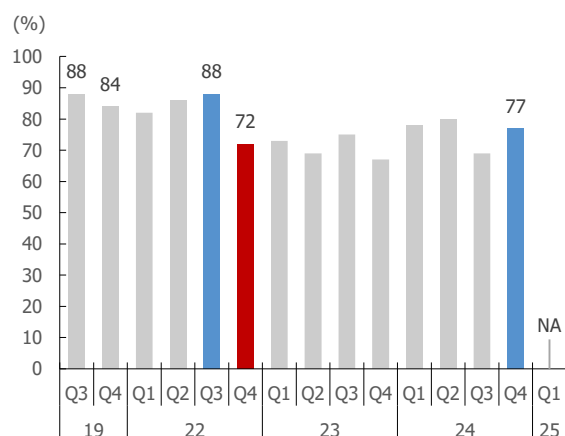
Source: Company Data, KISVN

Figure 2. ... due to lower export growth as being affected by the tariff



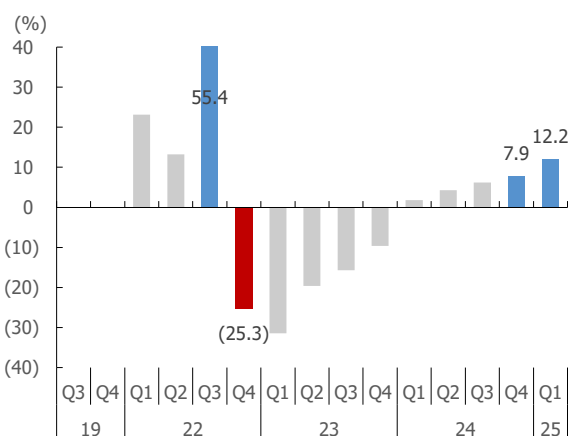
Source: Company Data, KISVN

Figure 3. Consumer confidence level is currently not strong and might get weaker quickly



Source: Kantar Worldpanel Division, KISVN

Figure 4. Sales of ICT-CE retailers continued to grow in 1Q25; however, it might be slower in 2Q25 due to weak consumer confidence and purchasing power



Including sales growth of TGDD, DMX and FPT Shop
Source: Company Data, KISVN

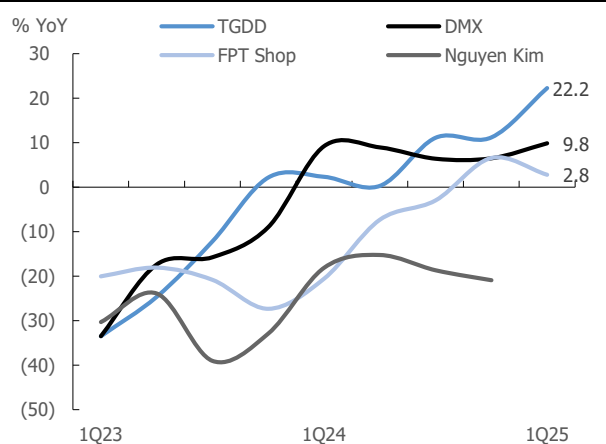
Consumer discretionary would be impacted harder

Overall, listed retailers have a positive business result in 1Q25.

- **ICT-CE – The recovery trend differed between chains**

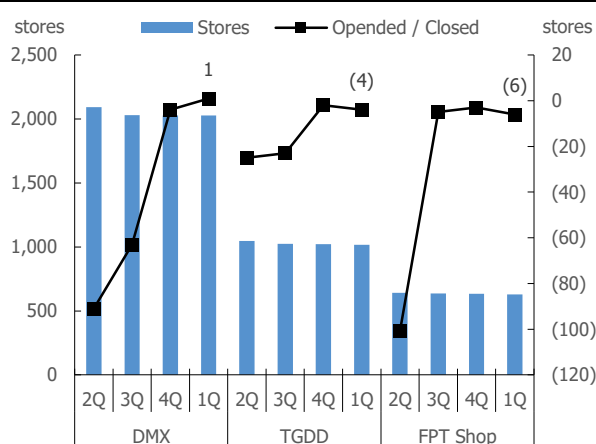
In 1Q25, sales of 3 listed ICT-CE retail chains grew by 12.2% yoy but the recovery rates were not the same across chains. Specifically, TGDD and DMX recovered stronger at 22.2% yoy and 9.8% yoy compared to only 2.8% yoy of FPT Shop, which we think it is because MWG has gained more market share. Compared to 4Q24, the store numbers slightly decreased, especially for FPT Shop. For 2Q25, we think the overall demand for ICT-CE would continue to stay weak as consumers would delay the purchase due to the uncertainty in future prospects. This would slowdown the recovery path of listed ICT-CE retail chains. Next, whether the weak demand last to 3Q25 depends largely on the real impact of tariff on the economy.

Figure 5. TGDD and DMX grew stronger in 1Q25 compared to FPT Shop



Source: Company Data, KIS VN

Figure 6. DMX's stores remained, while TGDD and FPT Shop continued to close stores

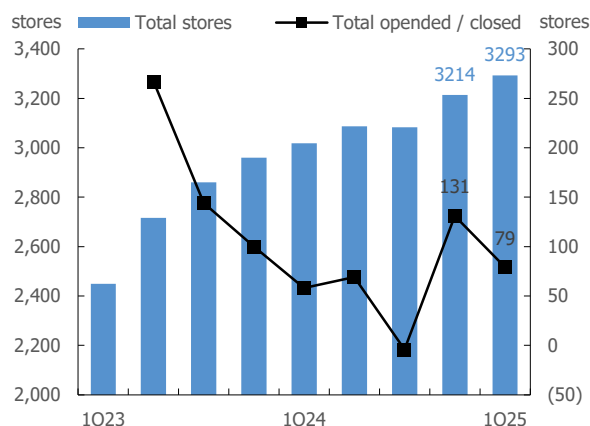


Source: Company Data, KISVN

- **Pharmaceutical – The market entered consolidation phase**

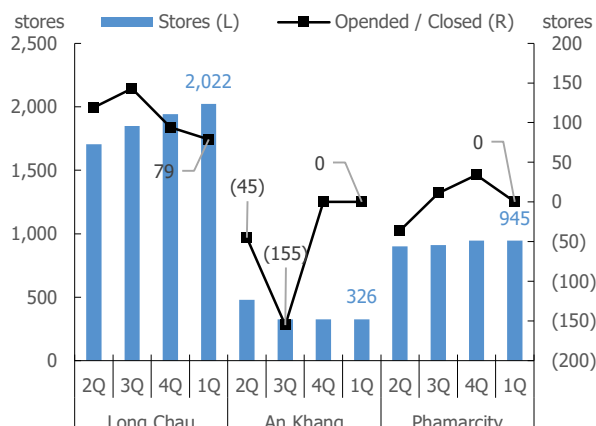
In 1Q25, the number of modern pharmacies increased by 79 pharmacies to 3,293 pharmacies, slowing down compared to the open of 131 pharmacies in 4Q24. Specially, the expansion in 1Q25 was mainly driven by Long Chau, while the store numbers of An Khang and Pharmacy remained the same. We think the modern pharmacy retail market has passed the fast-growing phase, following by a market consolidation period (in which the total market value increases slow and market share is consolidated into few players). In 2Q25, we think Long Chau would continue to open ~80 pharmacies, while Pharmacy might expand slowly and An Khang would maintain the current store number to focus on reaching the break-even point.

Figure 7: The total pharmacies rose slowly in 1Q25 and mainly driven by the open of Long Chau ...



Total pharmacies include Long Chau, Phamarcy, An Khang
Source: Company Data, KIS Research

Figure 8: ... However, the the expansion rate of Long Chau was also the lowest in recent quarters

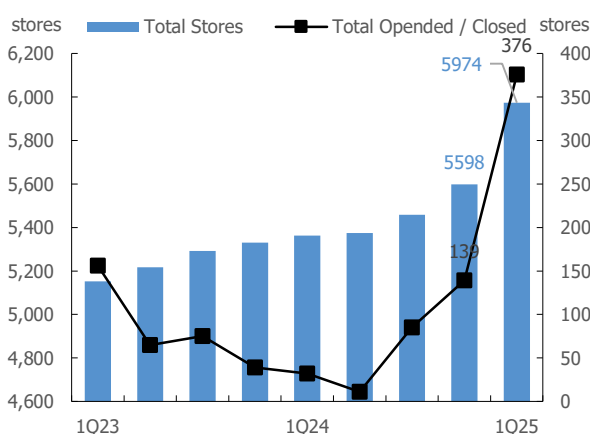


Source: Company Data, KIS Research

- Grocery – Minimarts entered expansion phase with profitability**

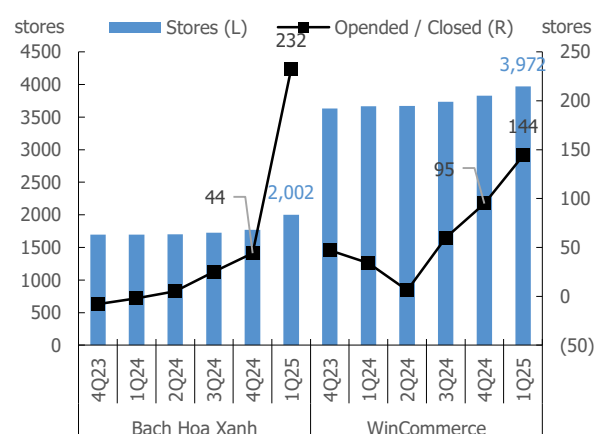
In 1Q25, the two minimart retail players (Bach Hoa Xanh and WinCommerce) entered the 1st expansion phase. Specifically, BHX/WCM opened 232/144 new stores, which is quite faster than our expectation and the year guidance of 200-400 and 400-700 new stores respectively. Next, the two retail chains expanded quickly to the Central to gain market shares with 70% of BHX's (~162 stores) and 45% of WCM's (~64 stores) new stores are opened in this region. Despite NPAT of BHX and WCM decreased compared to 4Q24, we think it is not a bad signal as the two chains prioritize store expansion to build scale. In 2Q25, we think 2 chains would continue to expand fast but the rates might be lower if the consumer demand is affected.

Figure 9: Minimarts marked the 1st expansion phase with profitability



Stores include Bach Hoa Xanh,
Source: Company Data, KIS Research

Figure 10: Especially, BHX expanded rapidly in 1Q25 with 232 new minimarts



Source: Company Data, KIS Research

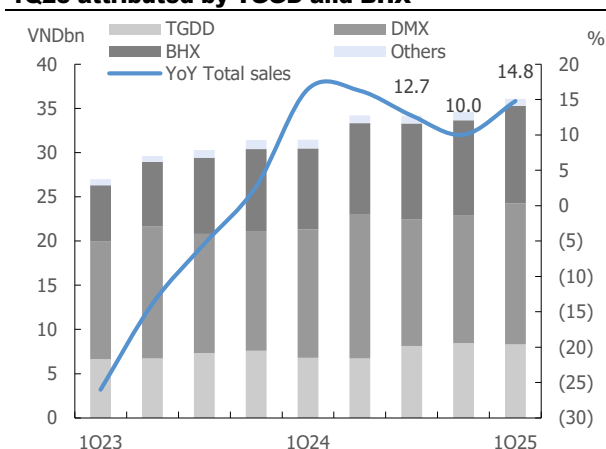
II. 1Q25 business results of listed enterprises

MWG – BHX Entered 1st growth phase

Sales growth driven by mobile phones and grocery products

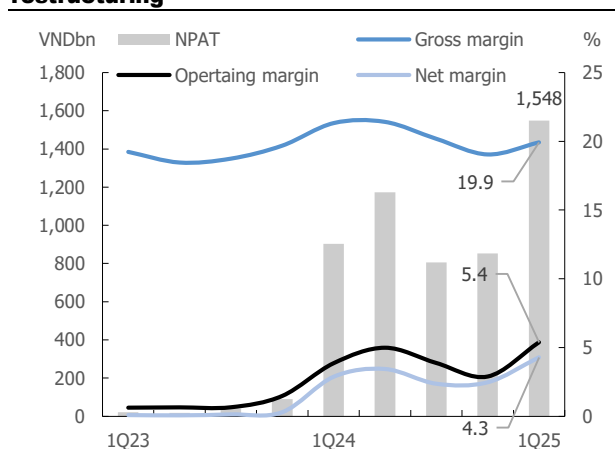
In 1Q25, MWG reported net revenue of VND36.1bn (+14.8% yoy) thanks to the continuing recovery of ICT-CE products (especially for mobile phones) and the expansion of BHX. NPAT surged to VND1,548bn (+71.4% yoy) thanks to saving costs after store restructuring.

Figure 11. MWG reported a strong sales growth in 1Q25 attributed by TGDD and BHX



Source: Company Data, KIS Research

Figure 12. NPAT surged thanks to saving costs after restructuring



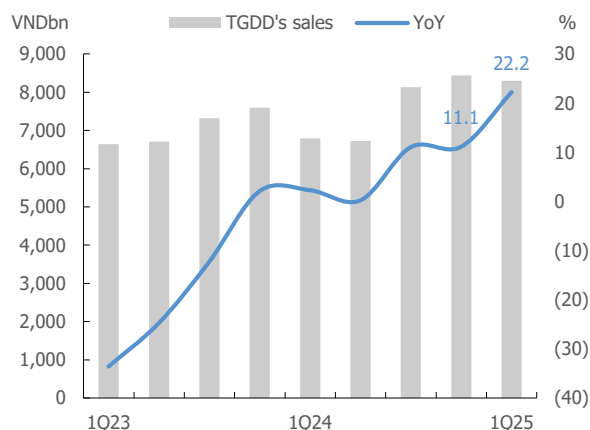
Source: Company Data, KIS Research

• TGDD&DMX – Sales continued to recover

TGDD and DMX's sales rose to VND8.3bn (+22.2% yoy) and VND16.0bn (+9.8% yoy) respectively. In which, sales of mobile phones led the recovery thanks to gained market share and Apple's discount program for old iPhone versions. For consumer electronics, we think that sales of air-conditioners also reported a healthy growth thanks to hot weather. In 1Q25, TGDD and DMX's stores stayed almost unchanged at 1,017 stores (-4 qoq) and 2027 (+1 qoq).

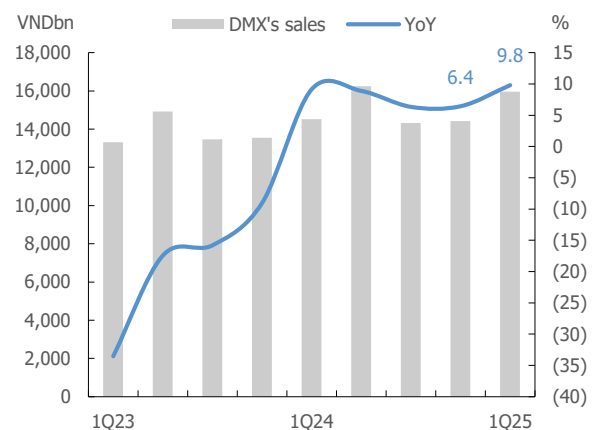
In 2Q25F, we think that sales growth of TGDD&DMX might not be as strong as being seen in 1Q25 because of the impacts of tariff on consumer demand (at least on consumers' willingness to spend), while store numbers would be maintained at the current level.

Figure 13. Sales of TGDD grew strongly thanks to the discount program for iPhone



Source: Company Data, KIS Research

Figure 14. Sales of DMX also grew thanks to air conditioners



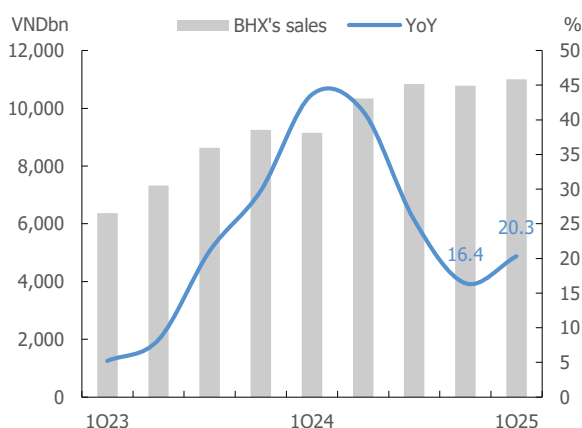
Source: Company Data, KIS Research

- BHX expanded faster than expected while maintaining profitability**

BHX's sales increased to VND3.9tn (+28.3% yoy) thanks to the expansion of 232 stores (to 2,002 stores), which is much faster than the open of 44 stores in 4Q24. Despite having a fast opening rate, sales per store was able to maintain at VND1.9–2.0bn (+6-9% yoy) attributed by 1) SSSG of existing stores was able to maintain at a low double-digit growth and 2) sales of new stores were also high (so it did not bring down the average sales per store too much). Based on the sales per store, we estimate BHX's NPAT was about VND25-50bn (lower compared to ~VND110bn in 4Q24). We think this is a positive signal for BHX as the expansion rate was much faster than expectation and the chain still report a positive NPAT.

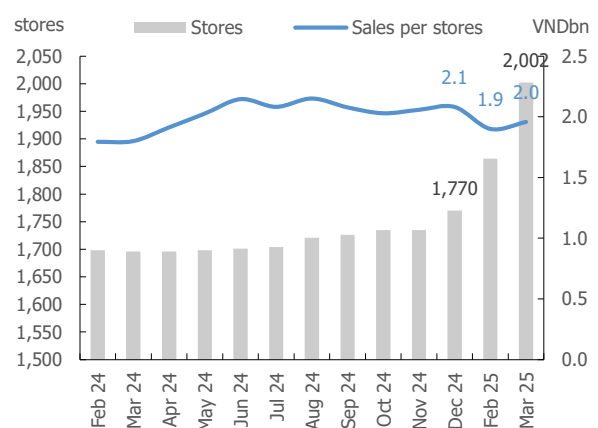
In 2Q25F, we think BHX would continue to open 200-250 stores, while posting a NPAT of VND50-100bn (due to profits of stores opened in 4Q24 and lower losses of stores opened in 1Q25).

Figure 15. Sales of BHX grew strongly thanks to the store expansion



Source: Company Data, KIS Research

Figure 16. BHX's sales per store maintained at VND1.9 – 2.0bn despite fast expansion



Source: Company Data, KIS Research

NPAT exceeded expectation thanks to store restructuring

In 1Q25, MWG's gross margin decreased to 19.9% (-1.4%p yoy) due to a higher contribution of mobile phones. Meanwhile, SG&A expenses / revenue down to 15.5% (-250%p yoy) thanks to cost savings from operating fewer stores while maintaining revenue growth. As a result, net margin rose to 4.3% (+140%p yoy), leading NPAT to surge to VND1,548bn (+71.4% yoy).

In 2Q25F, we think NPAT would be lower compared to 1Q25 as entering the off-peak season. Typically, 2Q's NPAT would be slower than 1Q's by 20%. Hence, if the demand don't get worst due to the tariff impacts, we expect MWG's NPAT would be VND1,200bn or higher. Otherwise, we think it might be lower.

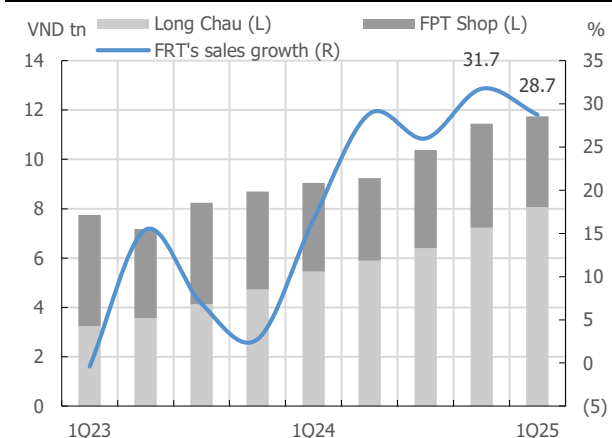
FRT – Growth slowed down

NPAT exceeded expectation but sales growth get slower

In 1Q25, FRT reported a net revenue of VND11.7tn (+29.1% yoy) and NPAT of VND213bn (+3.5x yoy). Long Chau continued to be the main contributor to the growth of sales and NPAT, while the recovery path of FPT Shop slowed down.

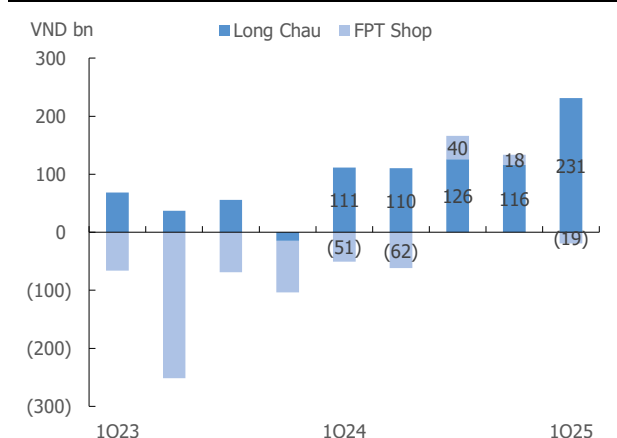
In 2Q25F, we think FRT's sale growth might be slower due to the slowdown in Long Chau's expansion and a gloomy outlook for FPT Shop. NPAT qoq growth would be slower than in 1Q25 due to higher losses of FPT Shop and a higher-NPAT base in 1Q25.

Figure 17. Sales of FRT slowed down in 1Q25, coming from both Long Chau and FPT Shop



Source: Company Data, KIS Research

Figure 18. LC reported a strong NPAT from existing pharmacies, while FPT Shop posted losses again



Source: Company Data, KIS Research

- **Long Chau's store expansion slowed down**

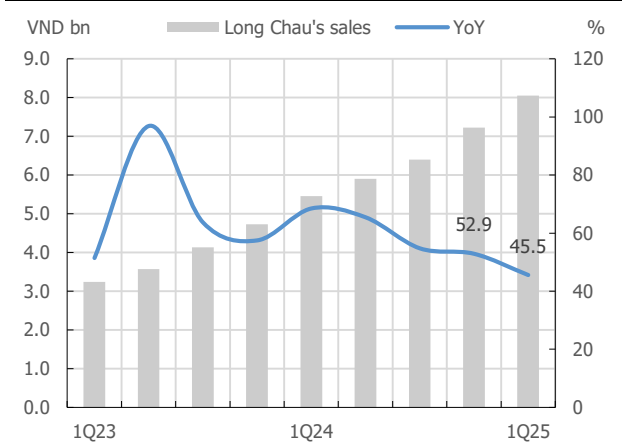
Long Chau's sales continued to rise to VND8.1tn (+45.5% yoy), which was driven by the expansion of 79 new pharmacies (to 2,022 pharmacies) and 18 vaccine centres (to 144 vaccine centers). The pharmacies' expansion rate was almost the lowest in last quarters (4Q24: +94 pharmacies), while vaccine centres expansion was up a bit from 11 VCs in 4Q24 (but still slower than the rate in 1H24), as being explained earlier.

Long Chau posted a strong NPAT growth to VND231bn (+2.1x yoy), which came from existing pharmacies and slower expansion. Long Chau's gross margin slightly decreased to 23.3% (-100 bps yoy) due to change in product

mix, while SG&A expenses/revenue declined to 19.4% (-200 bps yoy) as the larger scale (meaning Long Chau operated higher store number so that costs such as logistics, distribution centers per store decreased).

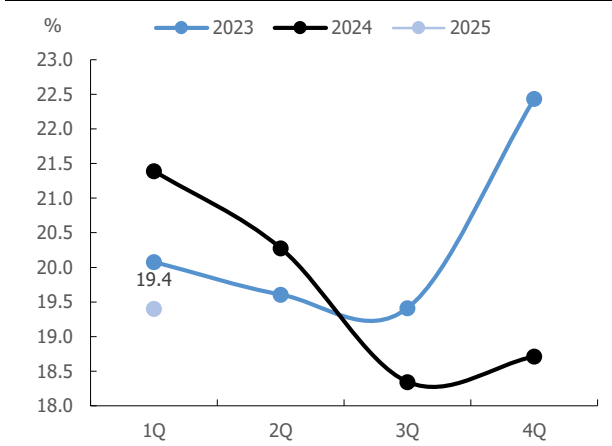
In 2Q25F, we think Long Chau's sales growth would continue to get slower due to a slower expansion of both pharmacies (~80 stores compared to 119 stores in 2Q24) and vaccine centers (~20 vaccine centers compared to 36 vaccine centers in 2Q24). Meanwhile, NPAT would continue to grow strong from existing pharmacies; while vaccine centers would continue to find the break-even point.

Figure 19. Sales growth of Long Chau slowed down in 1Q25 due to slower store expansion



Source: Company Data, KIS VN

Figure 20. LC's SG&A expenses / revenue decreased due to the operational optimization of Long Chau



Source: Company Data, KISVN

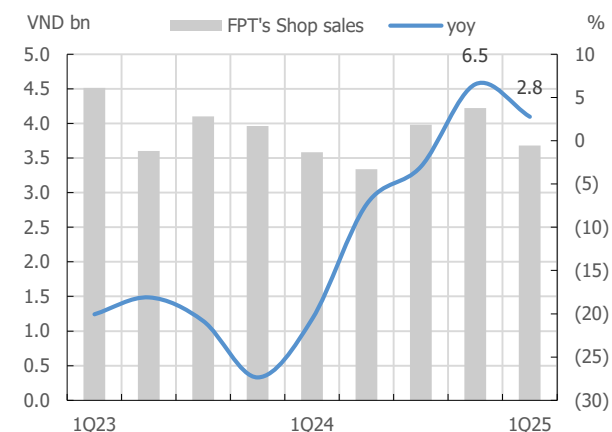
- FPT Shop posted losses again**

FPT Shop's sales remained at VND3.7tn (+2.8% yoy), attributed to SSSG of 21.6% yoy (while the store number decreased by 15.5% yoy). Compared to 4Q24 (sales: +6.5% yoy), we think that FPT Shop's sales rate of recovery was quite slow, which might be due to (1) a weak consumer demand and (2) losing market share (TGGD's sales: +22.2% yoy in 1Q25). As of 1Q25, FPT Shop operated 628 stores (-6 stores qoq; -115 stores yoy).

Gross margin decreased to 12.5% (-90%p yoy) due to a higher proportion of mobile phones, while SG&A expenses/revenue decreased to 12.4% (-200%p yoy) thanks to operating a lower number of stores. Yet, FPT Shop posted a loss after tax of VND19bn again (from NPAT of VND18bn in 4Q24) since lower sales were not enough to cover fixed costs (4Q24's sales: VND4.3tn – peak year-end season).

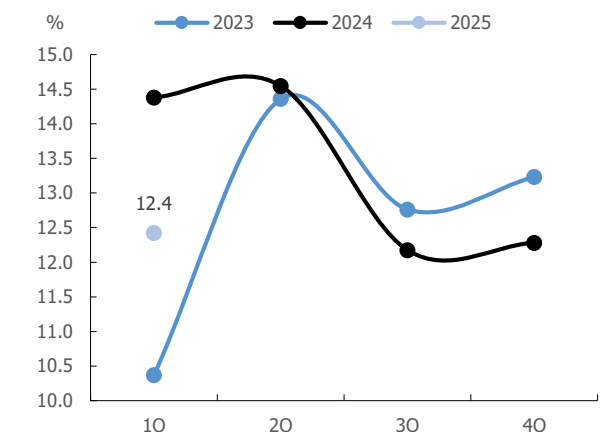
In 2Q25F, which is a low-end season (even lower than 1Q25), we think that FPT Shop's sales would continue to be gloomy (especially after considering the impact of tariffs on consumer demand). The store closures might also continue in upcoming quarters, but only at a low level. Hence, at the bottom line, we think that FPT Shop might continue to post a small loss after tax as revenue was still not enough to cover fixed costs.

Figure 21. FPT Shop's sales was weak so that it was not able to cover enough fixed costs



Source: Company Data, KIS VN

Figure 22. FPT Shop's SG&A expenses / revenue decreased as operating lower store numbers



Source: Company Data, KISVN

PNJ: Hardship from both sides

Rising gold prices hurt consumer demand and raw gold supply

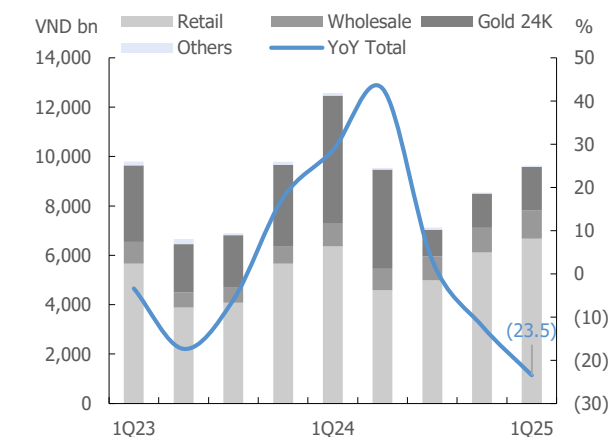
In 1Q25, PNJ's net revenue decreased to VND8.8bn (-12.1% yoy), which was due to the sharp decline in Gold 24K.

- Demand for Jewelry Retail was weak**

Sales of Jewelry Retail rose to VND6.7bn (+5.0% yoy) which we think this was mainly came from the increase in gold prices. Overall, the demand for Jewelry Retail was weak in 1Q25 due to the surge in gold prices (which caused Jewelry Retail to be more expensive and consumer bought less).

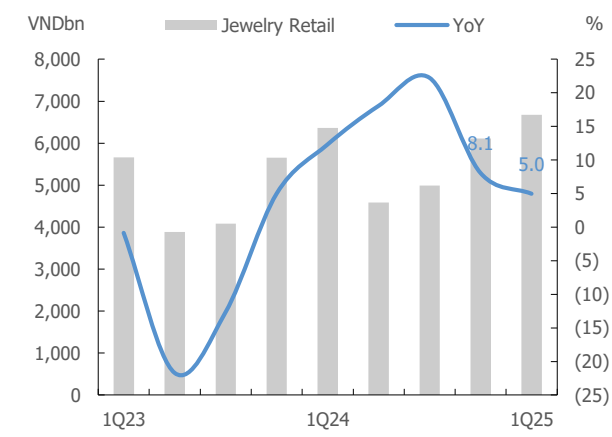
In 2Q25F, the demand for Jewelry Retail would depend on the gold prices's prospects, which we think it would continue to be volatiled due to the global macroeconomics conditions.

Figure 23. PNJ's net revenue decreased due to the sharp decline of gold 24K



Source: Company Data, KIS Research

Figure 24. Sales of Jewelry Retail was weak in 1Q25 due to the surge of gold price



Source: Company Data, KIS Research

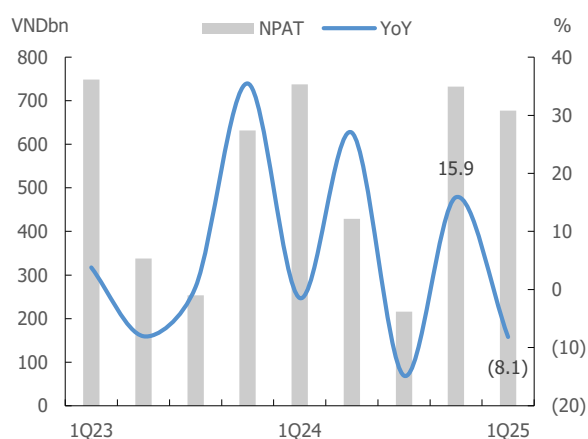
- **Shortage of Gold 24K**

Sales of Gold 24K dropped by 66.2% yoy to only VND1,744bn which was due to the shortage of Gold 24K (as consumers don't want to sell gold as expecting the prices would continue to go up and PNJ also don't have Gold 24K to sell to customers). In 2Q25, we expect sales of Gold 24K would continue to decrease sharply from the high-base in 2Q24.

NPAT decreased due to weak sales of Jewelry Retail

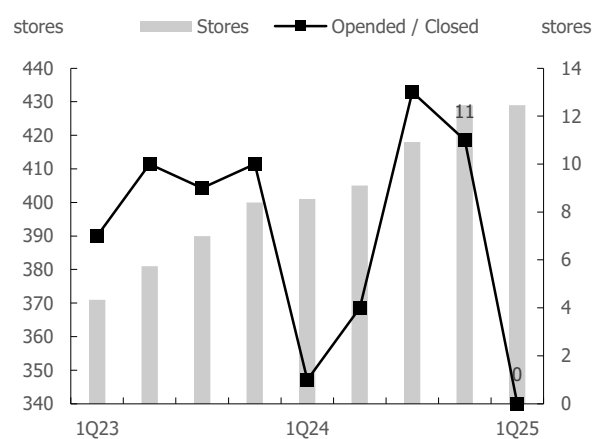
In 1Q25, PNJ's NPAT decreased by 8.1% yoy to VND678bn due to weak sales of Jewelry Retail. The high gold prices led to higher raw material costs thereby hurting Jewelry Retail's gross margin. In 2Q25, we expect NPAT of PNJ might continue to have a slight decrease due to weak sales of Jewelry Retail and the continuing raw gold shortage.

Figure 25. PNJ's NPAT decreased due to a weak Retail Jewelry sales and raw gold shortage



Source: Company Data, KIS Research

Figure 26. PNJ did not open more stores in 1Q25



Source: Company Data, KIS Research

■ **Guide to KIS Vietnam Securities Corp. stock ratings based on 12-month forward performance**

- BUY: Expected total return will be 15% or more
- Hold: Expected total return will be between -5% and 15%
- Sell: Expected total return will be -5% or less
- KIS Vietnam Securities Corp. does not offer target prices for stocks with Hold or Sell ratings.

■ **Guide to KIS Vietnam Securities Corp. sector ratings for the next 12 months**

- Overweight: Recommend increasing the sector's weighting in the portfolio compared to its respective weighting in the VNIndex based on market capitalization.
- Neutral: Recommend maintaining the sector's weighting in the portfolio in line with its respective weighting in the VNIndex based on market capitalization.
- Underweight: Recommend reducing the sector's weighting in the portfolio compared to its respective weighting in the VNIndex based on market capitalization.

■ **Analyst Certification**

I/We, as the research analyst/analysts who prepared this report, do hereby certify that the views expressed in this research report accurately reflect my/our personal views about the subject securities and issuers discussed in this report. I/We do hereby also certify that no part of my/our compensation was, is, or will be directly or indirectly related to the specific recommendations or views contained in this research report.

■ **Important compliance notice**

As of the end of the month immediately preceding the date of publication of the research report or the public appearance (or the end of the second most recent month if the publication date is less than 10 calendar days after the end of the most recent month), KIS Vietnam Securities Corp. or its affiliates does not own 1% or more of any class of common equity securities of the companies mentioned in this report.

There is no actual, material conflict of interest of the research analyst or KIS Vietnam Securities Corp. or its affiliates known at the time of publication of the research report or at the time of the public appearance.

KIS Vietnam Securities Corp. or its affiliates has not managed or co-managed a public offering of securities for the companies mentioned in this report in the past 12 months;

KIS Vietnam Securities Corp. or its affiliates has not received compensation for investment banking services from the companies mentioned in this report in the past 12 months; KIS Vietnam Securities Corp. or its affiliates does not expect to receive or intend to seek compensation for investment banking services from the companies mentioned in this report in the next 3 months.

KIS Vietnam Securities Corp. or its affiliates was not making a market in securities of the companies mentioned in this report at the time that the research report was published.

KIS Vietnam Securities Corp. does not own over 1% of shares of the companies mentioned in this report as of 15 May 2024.

KIS Vietnam Securities Corp. has not provided this report to various third parties.

Neither the analyst/analysts who prepared this report nor their associates own any shares of the company/companies mentioned in this report as of 15 May 2024.

KIS Vietnam Securities Corp. has not issued CW with underlying stocks of Retail and is not the liquidity provider.

Prepared by: Research Department

Global Disclaimer

■ General

This research report and marketing materials for Vietnamese securities are originally prepared and issued by the Research Center of KIS Vietnam Securities Corp., an organization licensed with the State Securities Commission of Vietnam. The analyst(s) who participated in preparing and issuing this research report and marketing materials is/are licensed and regulated by the State Securities Commission of Vietnam in Vietnam only. This report and marketing materials are copyrighted and may not be copied, redistributed, forwarded or altered in any way without the consent of KIS Vietnam Securities Corp..

This research report and marketing materials are for information purposes only. They are not and should not be construed as an offer or solicitation of an offer to purchase or sell any securities or other financial instruments or to participate in any trading strategy. This research report and marketing materials do not provide individually tailored investment advice. This research report and marketing materials do not take into account individual investor circumstances, objectives or needs, and are not intended as recommendations of particular securities, financial instruments or strategies to any particular investor. The securities and other financial instruments discussed in this research report and marketing materials may not be suitable for all investors. The recipient of this research report and marketing materials must make their own independent decisions regarding any securities or financial instruments mentioned herein and investors should seek the advice of a financial adviser. KIS Vietnam Securities Corp. does not undertake that investors will obtain any profits, nor will it share with investors any investment profits. KIS Vietnam Securities Corp., its affiliates, or their affiliates and directors, officers, employees or agents of each of them disclaim any and all responsibility or liability whatsoever for any loss (director consequential) or damage arising out of the use of all or any part of this report or its contents or otherwise arising in connection therewith. Information and opinions contained herein are subject to change without notice and may differ or be contrary to opinions expressed by other business areas or KIS Vietnam Securities Corp. The final investment decision is based on the client's judgment, and this research report and marketing materials cannot be used as evidence in any legal dispute related to investment decisions.

■ Country-specific disclaimer

United States: This report is distributed in the U.S. by Korea Investment & Securities America, Inc., a member of FINRA/SIPC, and is only intended for major U.S. institutional investors as defined in Rule 15a-6(a)(2) under the U.S. Securities Exchange Act of 1934. All U.S. persons that receive this document by their acceptance thereof represent and warrant that they are a major U.S. institutional investor and have not received this report under any express or implied understanding that they will direct commission income to Korea Investment & Securities, Co., Ltd. or its affiliates. Pursuant to Rule 15a-6(a)(3), any U.S. recipient of this document wishing to effect a transaction in any securities discussed herein should contact and place orders with Korea Investment & Securities America, Inc., which accepts responsibility for the contents of this report in the U.S. The securities described in this report may not have been registered under the U.S. Securities Act of 1933, as amended, and, in such case, may not be offered or sold in the U.S. or to U.S. person absent registration or an applicable exemption from the registration requirement.

United Kingdom: This report is not an invitation nor is it intended to be an inducement to engage in investment activity for the purpose of section 21 of the Financial Services and Markets Act 2000 of the United Kingdom ("FSMA"). To the extent that this report does constitute such an invitation or inducement, it is directed only at (i) persons who are investment professionals within the meaning of Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) of the United Kingdom (the "Financial Promotion Order"); (ii) persons who fall within Articles 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Financial Promotion Order; and (iii) any other persons to whom this report can, for the purposes of section 21 of FSMA, otherwise lawfully be made (all such persons together being referred to as "relevant persons"). Any investment or investment activity to which this report relates is available only to relevant persons and will be engaged in only with relevant persons. Persons who are not relevant persons must not act or rely on this report.

Hong Kong: This research report and marketing materials may be distributed in Hong Kong to institutional clients by Korea Investment & Securities Asia Limited (KISA), a Hong Kong representative subsidiary of Korea Investment & Securities Co., Ltd., and may not otherwise be distributed to any other party. KISA provides equity sales service to institutional clients in Hong Kong for Korean securities under its sole discretion, and is thus solely responsible for provision of the aforementioned equity selling activities in Hong Kong. All requests by and correspondence with Hong Kong investors involving securities discussed in this report and marketing materials must be effected through KISA, which is registered with The Securities & Futures Commission (SFC) of Hong Kong. Korea Investment & Securities Co., Ltd. is not a registered financial institution under Hong Kong's SFC.

Singapore: This report is provided pursuant to the financial advisory licensing exemption under Regulation 27(1)(e) of the Financial Advisers Regulation of Singapore and accordingly may only be provided to persons in Singapore who are "institutional investors" as defined in Section 4A of the Securities and Futures Act, Chapter 289 of Singapore. This report is intended only for the person to whom Korea Investment & Securities Co., Ltd. has provided this report and such person may not send, forward or transmit in any way this report or any copy of this report to any other person. Please contact Korea Investment & Securities Singapore Pte Ltd in respect of any matters arising from, or in connection with, the analysis or report (Contact Number: 65 6501 5600).

Copyright © 2024 KIS Vietnam Securities Corp.. All rights reserved. No part of this report may be reproduced or distributed in any manner without permission of KIS Vietnam Securities Corp..