

DIGIWORLD CORPORATION (HSX: DGW)
Many little makes a mickle

Unit: VND bn	Q1-FY25	Q4-FY24	+/- qoq	Q1-FY24	+/- yoy
Net sales	5,519	5,859	-5.8%	4,985	10.7%
NPAT-MI	106	140	-24.5%	92	14.6%
EBIT	189	186	1.3%	119	58.3%
EBIT margin	3.4%	3.2%	+24bps	2.4%	+103bps

Source: DGW, RongViet Securities

Q1-FY25: New business segments are gradually improving profitability

- DGW's Q1-2025 results were in line with analyst expectations: net revenue reached VND 5,519 bn (+10.7% YoY), NPAT-MI at VND 106 bn (+14.6% YoY), driven by market share gains in laptops & tablets offsetting mobile phone declines (mainly Apple), along with continued expansion in office equipment & home appliances (notably adding Philips to its portfolio).
- These two higher-margin segments helped lift EBIT margin by 103bps to 3.4%. However, their impact on net margin was offset by a one-off financial expense of VND 76 bn, keeping net margin flat YoY.

FY25 Outlook: Despite gradual gains from expanding distribution to new segments, earnings upside remains is limited by persistently high financial expenses

- Q2-2025's results are projected to lack significant breakthroughs, burdened by elevated financial costs, with NPAT-MI at VND 112 bn (+5.4% QoQ, +25.4% YoY). Key growth drivers mirroring Q1 include Laptops & Tablets gaining momentum ahead of the back-to-school season, Home Appliance with Philips and Xiaomi TVs, and a recovery in Xiaomi phone market share post the peak "iPhone" season.
- In 2025, DGW faces downside risk from potential market share loss in its long-standing Apple distribution segment. However, strong ties with Xiaomi and growing laptop & tablet share—driven by deeper penetration into the "gaming" niche—are expected to support stable ICT performance, similar to 2024.
- Focus shifts to new segments—office equipment and home appliances—which continue to deliver both revenue growth and margin uplift. PBT & interest margin rose to 3.2% (+80bps YoY), but this was offset by a one-off spike in financial expenses, keeping net margin around 1.9–2.0%, in line with the past two years.
- We forecast net revenue at VND 24,965 bn (+14.0% YoY), with NPAT/EPS reaching VND 512 bn (+17.6% YoY) and VND 2,378 per share.

Outlook & Recommendation

DGW is actively reducing its reliance on core segments—ICT—by diversifying its business model both vertically (enhancing product offerings with trends like IoT, software, and iCloud) and horizontally (penetrating higher-margin segments such as Consumer Goods since 2017 and Home Appliance since 2022).

We value DGW using a blended approach of short-term P/E and long-term DCF, weighted 60:40. Our 12-month target price is **VND 39,000/share (including VND 500 cash dividend)**, implying 2025F P/E of 16.2x. Based on the closing price as of 11 June, 2025, we assign a **NEUTRAL** rating for DGW.

We note that DGW's earnings are expected to show a more favorable inflection point in 2026, as one-off financial expenses phase out. This will better reflect net margin expansion from new segments and suggests a more attractive medium-term investment opportunity.

NEUTRAL

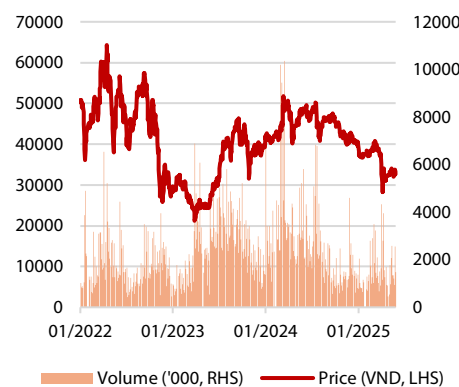
Market price (VND)	38,800
Target price (VND)	39,000

1-year expected cash dividend (VND/share): 500

Stock Info

Sector	Retail
Market Cap (VND Bn)	7,145
Share O/S (Mn)	219
Average trading volume (20 sessions) ('000 shares)	1,297
Free Float (%)	56.0
52 weeks high	50,300
52 weeks low	28,400
Beta	1.4

	FY24	Current
EPS	2,025	2,086
EPS growth (%)	25.3	24.4
P/E	19.8	17.7
P/B	2.9	2.6
EV/EBITDA	16.9	14.7
ROE (%)	14.9	14.7

Stock price movement

Major shareholders (%)

Created Future Co., Ltd.	31.8
DKP Co., Ltd.	5.0
ODIN Forvalning AS	2.8
Others	60.4
Remaining Foreign Room (%)	30.3

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Q1-2025 Results - New business segments are gradually contributing more meaningfully to overall performance

- **Net revenue reached VND 5,519 bn (-5.8% QoQ, +10.7% YoY), in line with our expectation, key highlights:**

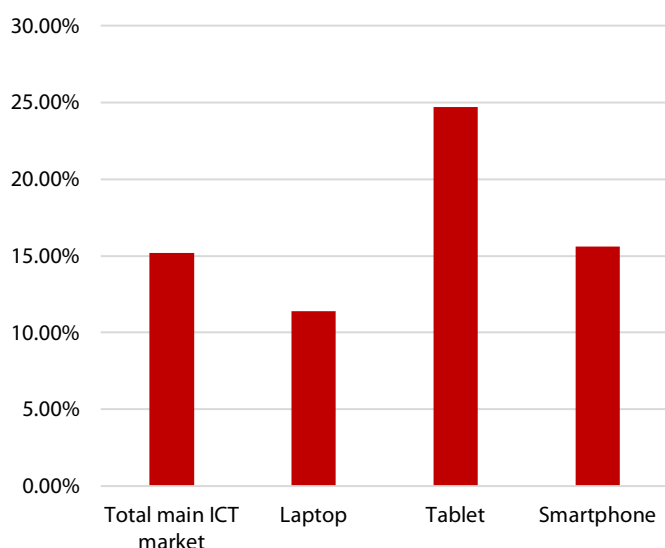
- **Laptops & Tablets:** Revenue at VND 1,326bn (+15.9% QoQ, +16.4% YoY), outperforming the industry average thanks to added distribution of “gaming laptops,” boosting DGW’s market share in this category.
- **Mobile Phones:** Revenue at VND 2,136 bn (-20.5% QoQ, -12.5% YoY), underperforming the industry average. We believe this reflects the shift in Apple distribution to MWG (*) and rising share of non-DGW brands such as OPPO (per DGW’s view).

(*) According to MWG, Apple product revenue grew 32.0% YoY, driving Thegioididong (TGDD) chain sales up 22.1% YoY. This was mainly due to MWG’s deeper partnership with Apple (“familyship”), allowing it to fully benefit from Apple’s market share gain in Vietnam in Q1-2025 (+625bps YoY). [\(Refers to our Analyst Pinboard: Q1-2025 results exceeded expectations driven by a recovery in ICTCE retailing market share\)](#)

- **New segments recorded solid growth, driven by new brand additions (e.g., Philips) and expanded distribution rights (e.g., AB InBev). Office Equipment** recorded VND 1.216 bn (-11,0% QoQ, +20,4% YoY), **Home Appliances** recorded VND 399 bn (+9,6% QoQ, +90,0% YoY), **Consumer goods** recorded 217 bn (-26,9% QoQ, +17,9% YoY).

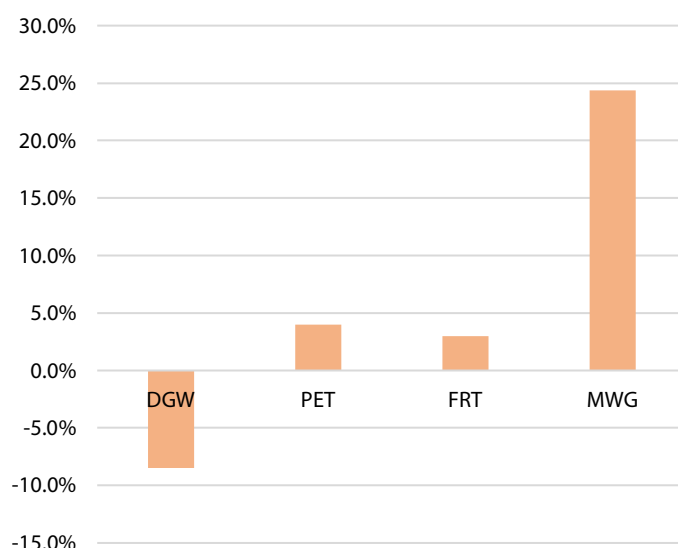
NPAT-MI reached VND 106 bn (-24.5% QoQ, +14.6% YoY), in line with our expectation, supported by sales growth while net margin held steady YoY at 1.9%. Notably, DGW booked a one-off financial expense of ~VND 76 bn, likely linked to a transaction with an investment partner and expected to be non-recurring in 2025. Excluding this, net margin would have improved to 3.3%, reflecting the shift towards higher-margin segments like home appliances and office equipment, as highlighted by the addition of Philips.

Figure 1: YoY Growth of the ICT Market in Q1-2025 (%)

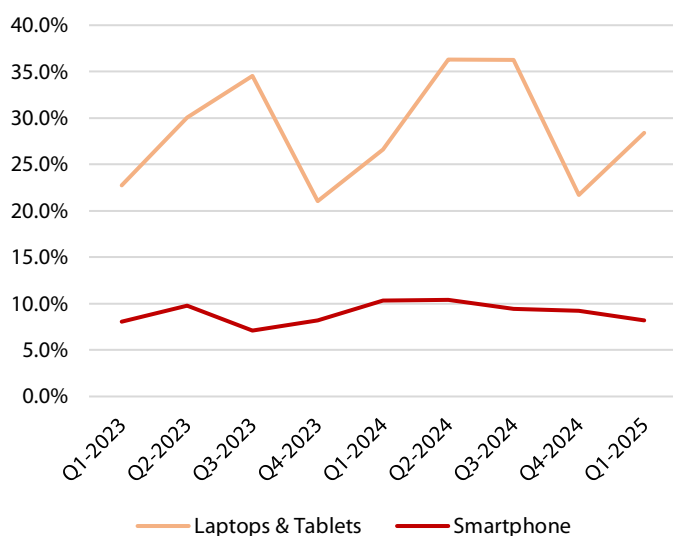


Sources: GFK, RongViet Securities

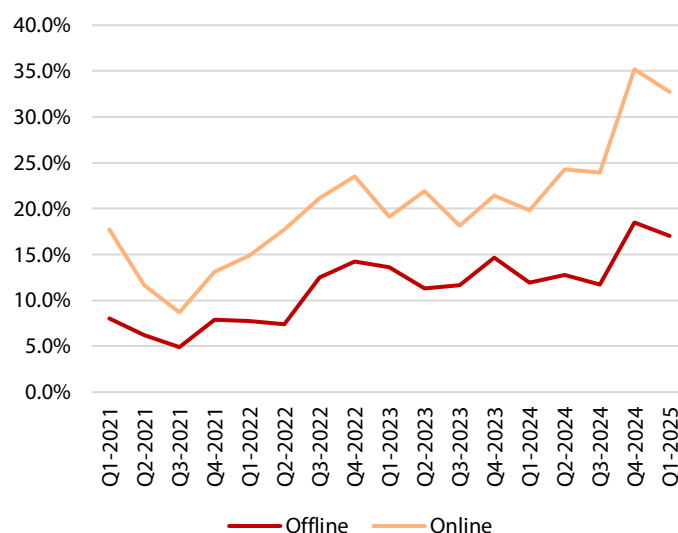
Figure 2: YoY Growth of Mobile Phone Segment by Key Market Players in Q1-2025 (%)



Sources: DGW, PET, FRT, MWG, RongViet Securities

Figure 3: DGW's ICT Distribution Market Share by Segment (%)


Sources: DGW, GFK, RongViet Securities

Figure 4: Apple Smartphone Market Share in Vietnam by Channel (%)


Sources: GFK, RongViet Securities

Table 1: DGW's Q1-2025 results by segments (VND bn)

Unit: VND bn	Q1-2025	Q4-2024	+/- (qoq)	Q1-2024	+/- (yoy)
Net sales	5,519	5,859	-5.8%	4,985	10.7%
Gross profit	481	608	-20.9%	388	23.9%
SG&A expenses	292	421	-30.7%	269	8.6%
Net finance income	-53	-11	381.0%	2	N.a
NPAT-MI	106	140	-24.5%	92	14.6%
Gross margin	9.7%	8.5%		10.0%	
SG&A exp/Net sales	5.3%	7.2%		5.4%	
Net margin	1.9%	2.4%		1.9%	
Revenue by segments (VND bn)	Q1-2025	Q4-2024	+/- (qoq)	Q1-2024	+/- (yoy)
Laptops & Tablets	1,326	1,144	15.9%	1,139	16.4%
Mobile Phones	2,136	2,687	-20.5%	2,442	-12.5%
Office Equipments	1,216	1,367	-11.0%	1,010	20.4%
Home Appliances	399	364	9.6%	210	90.0%
Consumer Goods	217	297	-26.9%	184	17.9%

Sources: DGW, RongViet Securities

Q2-2025's projected results: Limited upside as high financial expenses persist
Table 2: DGW's projected Q2-2025 results by VDS

	Q2-2025	+/-YoY	+/-QoQ	Assumption
Net sales	6,012	24.7%	8.9%	
Laptops & Tablets	1,960	25.0%	40.9%	The "back-to-school" season has started earlier in the past two years, with peak sales partially shifting to Q2 instead of being concentrated in Q3. Combined with rising market share in this segment, DGW has maintained stable YoY growth momentum.
Mobile Phones	2,519	15.0%	12.7%	Supported by Xiaomi's seasonal market share gains (Q2-Q3)—a DGW distribution strength—offsetting Apple, which peaked in Q1 and Q4 and has shown reduced reliance on DGW's channel in the past two quarters, in our view.
Office Equipment	1,092	50.0%	-14.2%	Modest YoY growth driven by improved enterprise/school projects in 2025, similar to Q1-2025.
Home Appliances	241	45.0%	-40.0%	Supported by the addition of Philips – the second-largest home appliance brand in Vietnam – compared to the same period last year.
Consumer Goods	201	18.0%	-8.8%	Following the beverage sector's seasonality, revenue typically peaks in Q2 and Q3.
Gross profit	613	32.1%	27.6%	Supported by revenue growth and gross margin expansion, driven by stronger contributions from Office Equipment and Home Appliances, along with reduced reliance on Apple products, which carry lower margins.
SG&A expenses	421	22.1%	44.0%	SG&A exp/Net sales have continued to gradually normalize towards the industry average following the 2023 ICT price war. Notably, we maintain our forecast that SG&A/Net sales will remain above the regional ICT industry average, as DGW expands into new segments (consumer goods, home appliances, office equipment) that inherently require higher SG&A spending.
EBIT	192	60.6%	2.0%	
Income from affiliates (mainly Erablue)	-			
Net finance income	-53			The one-off financial expense is expected to continue being recorded through the end of 2025, according to the company's guidance
Other profit	1			
EBT	141	25.0%	2.7%	
Corporate income tax	28			
Minority of interest (MI)	1			
NPAT-MI	112	25.4%	5.4%	Net margin is expected to remain broadly stable at 1.9–2.0% for full-year 2025, consistent with Q1-2025
Gross margin	10.2%	+57bps	+149bps	
SG&A exp/Net sales	7.0%	-15bps	+171bps	
EBIT margin	3.2%	+72bps	-22bps	
Net margin	1.86%	+1bps	-6bps	

Source: DGW, RongViet Securities

Valuation

We see net margin improvement (excluding one-off financial expenses) as a key medium-term highlight for DGW. This reflects a greater contribution from higher-margin segments such as office equipment and home appliances—led by Philips, a brand officially added to DGW’s portfolio in Q4-2024. (*)

(*) *Philips, a global brand from the Netherlands with over 130 years of history, is renowned for its high-quality consumer products—particularly in lighting, personal care (e.g., shavers, electric toothbrushes), kitchen appliances (e.g., air fryers, blenders), and home devices (e.g., air purifiers, irons).*

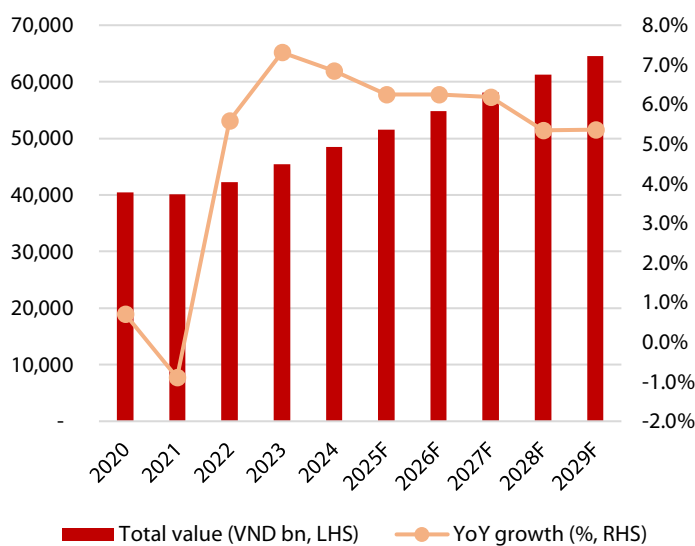
Table 3: Overview of Philips Home Appliance Product Portfolio

Kitchen Appliances	Ironing & Cleaning	Air & Water Treatment	Smart Security Devices
Air fryer	Iron	Air purifier	Smart door lock
Rice cooker	Vacuum & floor cleaner	Air quality insights	Smart safe
Pressure cooker	Smart drying rack	Business solutions	
Food & beverage preparation		Air+ app	
Blender		Drinking water treatment solutions	
Juicer & citrus press			
Kettle			
Hand mixer / Egg beater			
HomeID app integration			

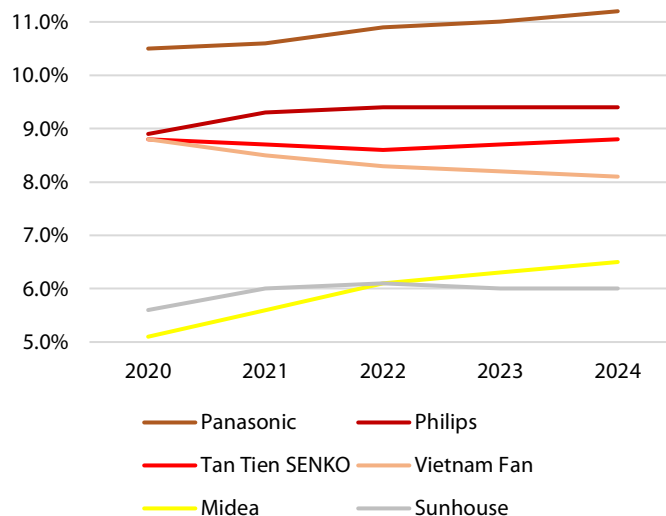
Sources: Philips, RongViet Securities

Beyond the high potential of Xiaomi TVs (as discussed in Company Report: DGW – Ambitious Business Plan Requires Clearer Execution, Jul-2024), DGW’s Home Appliances gains further momentum with the addition of Philips, detailed below:

- **Market size**, the small home appliance market remains modest in size but continues to grow steadily in both ASP (driven by product premiumization) and volume (due to relatively low penetration compared to major appliances like ACs, refrigerators, and washing machines). According to Euromonitor, the segment delivered 3.9% CAGR over 2019–24 and is projected to reach 5.0% CAGR for 2024–29.
- **Philips’ market potential in Vietnam**, Currently ranks #2 in the small home appliance category with 9.4% market share, behind Panasonic (11.2%). The market is consolidating around a few strong brands (Panasonic, Philips, SENKO, Vietnam Fan, Midea, Sunhouse), which have advantages in terms of technology, durability, R&D, distribution reach, and after-sales service. Philips has steadily gained share over recent years and is expected to continue this trend, especially in the mid-to-high-end segment—a sweet spot aligned with market direction. Philips’ pricing is typically higher than that of Sunhouse and Tan Tien, yet remains competitive against Panasonic and Toshiba. The partnership with DGW is expected to strengthen Philips' coverage in both GT and MT channels in the coming periods.
- **DGW’s distribution expansion potential for Philips**, Among Philips' three B2B distributors in Vietnam, DGW is the only one with nationwide coverage, unlike the other two, which focus regionally (North or South). With an extensive POS network, DGW is projected to increase its Philips distribution share from ~2% in 2024 to 18–25% during 2025–29. This would drive both top-line growth and net margin expansion, as home appliances typically offer higher margins than ICT products (4–5% vs. ~2%).

Figure 5: Vietnam small home appliance's market value


Sources: Euromonitor, RongViet Securities

Figure 6: Market share of small home appliances in Vietnam (%)


Sources: Euromonitor, RongViet Securities

We raise our target price for DGW to VND 39,000/share (including a VND 500 cash dividend), based on a blended valuation using long-term DCF and short-term P/E with a 40:60 weighting.

We note that DGW's earnings are likely to reach a more favorable inflection point in 2026, as one-off financial expenses phase out, This will allow a clearer reflection of net margin expansion driven by higher-margin new segments. This implies a more compelling medium-term investment opportunity.

Table 4: DGW Valuation Summary

DGW'S VALUATION SUMMARY (VND/SHARE)		
Method	Contribution	Target price
DCF (5 years, WACC: 10.2%, Exit EVEBITDA 9.0x)	40%	33,711
PE (EPS 2025F, PE 17.5x)	60%	41,608
Total DGW	100%	38,500
Expected cash dividend next 1 year (VND/share)		500
2025F targeted P/E		15.6

Source: DGW, RongViet Securities

Table 5: Sensitivity analysis of DGW's target price based on exit EV/EBITDA in DCF Method (VND/share)

	Exit EVEBITDA							
		5.0	6.0	7.0	8.0	9.0	10.0	11.0
WACC	7.2%	23,447	27,330	31,213	35,096	38,979	42,863	46,746
	8.2%	22,300	26,007	29,715	33,422	37,129	40,836	44,543
	9.2%	21,212	24,753	28,293	31,834	35,374	38,915	42,455
	10.2%	20,179	23,562	26,945	30,328	33,711	37,093	40,476
	11.2%	19,198	22,432	25,665	28,898	32,132	35,365	38,599
	12.2%	18,265	21,357	24,449	27,541	30,633	33,725	36,817
	13.2%	17,378	20,336	23,294	26,252	29,210	32,167	35,125

Source: RongViet Securities

Table 6: Sensitivity Analysis of DGW Equity Value per Share Based on P/E Method (VND/Share)

EPS (đồng)	P/E						
			14.5	15.5	16.5	17.5	18.5
	2025F	2,378	34,476	36,853	39,231	41,608	43,986
	2026F	3,439	49,859	53,297	56,736	60,174	63,613

Source: RongViet Securities t

Appendix

Table 7: DGW's Q1-2025 results

Unit: VND bn	Q1-2025	Q4-2024	+/-QoQ	Q1-2024	+/-YoY	% as of DGW's 2025F plan	% as of VDS's 2025F forecast
Net sales	5,519	5,859	-5.8%	4,985	10.7%	21.7%	22.1%
Laptops & Tablets	1,326	1,144	15.9%	1,139	16.4%	19.4%	18.3%
Mobile Phones	2,136	2,687	-20.5%	2,442	-12.5%	19.9%	21.8%
Office Equipment	1,216	1,367	-11.0%	1,010	20.4%	22.2%	24.2%
Home Appliances	399	364	9.6%	210	90.0%	29.8%	22.2%
Consumer Goods	217	297	-26.9%	184	17.9%	20.7%	19.6%
Gross profit	481	608	-20.9%	388	23.9%		
SG&A expenses	292	421	-30.7%	269	8.6%		
EBIT	189	187	1.3%	119	58.7%		
Income from affiliates (mainly Erablue)	0	-2		0			
Net finance income	-53	-11		2			
Other profit	1	15		-2			
EBT	137	189	-27.4%	119	15.2%		
Corporate income tax	-31	-42		-26			
Minority of interest (MI)	0	6		1			
NPAT-MI	106	140	-24.5%	92	14.6%	20.3%	20.3%

Source: DGW, RongViet Securities

Table 8: DGW's Q1-2025 Business analysis

Criteria	Q1-2025	Q4-2024	+/-QoQ	Q1-2024	+/-YoY
Profitability ratio					
Gross margin	8.7%	10.4%	-166bps	7.8%	+93bps
EBITDA/Net sales	3.6%	3.5%	+13bps	2.6%	+94bps
EBIT/Net sales	3.4%	3.2%	+24bps	2.4%	+103bps
Net margin	1.9%	2.4%	-47bps	1.8%	+8bps
Efficiency ratio (days)					
- Days AR on hand	57	60		58	
- Day Inventory on hand	39	38		39	
- Day AP	31	42		25	
Solvency ratio					
Total liabilities/Total equity	87%	83%		88%	

Source: RongViet Securities

VND bn					VND bn				
INCOME STATEMENT					BALANCE SHEET				
	2023A	2024A	2025F	2026F		2023A	2024A	2025F	2026F
Net revenue	18,817	22,078	24,965	26,630	Cash & Equivalents	1,450	1,407	1,248	1,332
COGS	17,258	20,023	22,455	23,944	Short-term investment	0	0	0	0
Gross profit	1,559	2,055	2,510	2,686	Receivables	2,167	2,638	3,009	3,283
SG&A expense	1,142	1,529	1,698	1,787	Inventories	3,016	3,501	3,384	2,952
Finance income	195	192	202	115	Other current assets	168	228	258	275
Finance expense	138	163	369	79	Tangible fixed assets	146	174	152	125
Other profit	1	12	12	12	Intangible fixed assets	93	105	99	94
EBT	471	569	657	947	Long-term investment	93	105	99	94
Corporate income tax	108	120	131	189	Other non-current assets	492	539	474	506
Minority of interest	8	5	4	4	Total assets	7,459	8,500	8,676	8,617
NPAT-MI	354	444	521	754	Trade payables	1,530	2,303	1,993	2,125
EBIT	400	460	542	888	Short-term debt	2,321	2,487	2,556	1,737
					Short-term debt	6	0	0	0
					Other liabilities	965	694	694	694
					Bonus & welfare funds	0	0	0	0
					Science and technology fund	0	0	0	0
					Total liabilities	4,832	5,488	5,248	4,562
					Paid-in capital	2,193	2,193	2,193	2,193
					Treasury shares	-6	-6	-6	-6
					Retained earnings	867	730	1,142	1,765
					Other funds	62	62	62	62
					Investment & development funds	0	0	0	0
					Total equity	2,594	2,979	3,390	4,014
					Minority of interest	32	33	37	42
%					VALUATION RATIOS				
FINANCIAL RATIOS	2023A	2024A	2025F	2026F		2023A	2024A	2025F	2026F
YoY growth (%)					EPS (VND)	1,617	2,025	2,378	3,439
Net sales	-14.6	17.3	13.1	6.7	P/E (x)	24.3	19.6	14.3	9.9
EBIT	-47.0	14.9	17.9	63.8	BV (VND)	11,837	13,592	15,469	18,314
NPAT-MI	-48.2	25.3	17.4	44.6	P/B (x)	3.3	2.9	2.2	1.9
Total assets	17.4	14.0	2.1	-0.7	DPS (VND)	500	500	500	500
Total equity	8.4	14.8	13.8	18.4	Dividend yield (%)	0.4	1.3	1.3	1.3
Profitability ratios (%)					VALUATION MODEL				
Gross margin	8.3	9.3	10.1	10.1	Price	Contribution	Average		
EBIT margin	2.1	2.1	2.2	3.3	DCF	33,711	40%	13,484	
Net margin	1.9	2.0	2.1	2.8	PE	41,608	60%	24,965	
ROA	4.8	5.2	6.0	8.7	Target price (VND/share)		100%	38,500	
ROE	13.7	14.9	15.4	18.8					
Efficiency ratios (days)					VALUATION HISTORY				
Days AR on hands	42.0	43.6	44.0	45.0	PRICE	RECOMMENDATION	TIME		
Day Inventory on hands	63.8	63.8	55.0	45.0	06/2025	37.500	NEUTRAL	1 year	
Day AP	32.4	42.0	32.4	32.4					
Liquidity ratios (x)									
Current	1.4	1.4	1.5	1.7					
Quick	0.8	0.7	0.8	1.0					
Solvency ratios (%)									
Total liabilities/total equity	64.8	64.6	60.5	52.9					
Total debt/Total equity	89.7	83.5	75.4	43.3					
Short-term debt/Total equity	89.5	83.5	75.4	43.3					

Company Report

This report is created to provide investors with an insight into the discussed company that may assist them in the decision-making process. The report comprises analyses and projections that are based on the most up-to-date information, with the objective that is to determine the reasonable value of the stock at the time such analyses are performed. Through this report, we strive to convey the complete assessment and opinions of the analyst relevant to the discussed company. To send us feedback and/or receive more information, investors may contact the assigned analyst or our client support department.

RATING GUIDANCE

Ratings	BUY	ACCUMULATE	REDUCE	SELL
Total Return including Dividends in 12-month horizon	>20%	5% to 20%	-20% to -5%	<-20%

In some cases, we do not provide specific buy/sell recommendations but only offer some reference valuations to give investors additional information, classified under the **OBSERVE** recommendation.

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