

FOR IMMEDIATE RELEASE

Masan Signs Agreement to Become a Strategic Partner of Quang Ninh Natural Mineral Water Limited Company, Known for its Famous Quang Hanh and Faith Mineral Water Brand

Ho Chi Minh City, 2 November 2015 – Masan Beverage Ltd. (“Masan Beverage”), a subsidiary of Masan Consumer Holdings Ltd. (“MCH”), today announced the signing of an agreement to become the strategic partner of Quang Ninh Natural Mineral Water Limited Company (the “Company”). The Company is a leading mineral water business with a strong presence in the North and is well known for its two popular natural mineral water-based brands, Quang Hanh and Faith.

With its talented and proven management team, the Company is on track to grow sales by nearly four times in five years. In 2015, it is expected to reach an estimated VND370 billion in sales. Such growth is a testament to the Company’s strong distribution network in the North, a portfolio of mineral-water based brands that are trusted and enjoyed by consumers, and the larger trend towards more natural and healthier offerings, such as mineral water.

Vietnam’s mineral water sources are an important part country’s heritage and are a valued natural resource that consumers prefer, especially as Vietnamese people become more health conscious and interested in the source of their water. In 2014, mineral water represented the majority of bottled water sales in Vietnam, and, according to Euromonitor, overall bottled water sales is expected to reach over US\$460 million by 2017.

Together with Vinh Hao, Quang Ninh Natural Mineral Water Limited Company will further position Masan Beverage as a nationwide platform and also create the largest Vietnamese mineral water-based beverage company in the country. The combined businesses will achieve nearly VND1,000 billion in revenues in 2015, doubling Masan’s mineral water-based beverage business by approximately two times compared to 2014.

This strategic partnership aligns with Masan Beverage’s long-term strategic vision to become Vietnam’s leading beverage company and is a critical step towards strengthening its position with leading national brands such as Quang Hanh, Vinh Hao and Vinacafe.

As part of the planned equitization and IPO of the Company, Masan Beverage, expects to own at least 65% of the Company upon closing. The deal was advised by Techcom Securities Company Limited and is subject to customary regulatory and corporate approvals.

ABOUT MASAN BEVERAGE LTD.

Masan Beverage is the non-alcoholic beverage subsidiary of Masan Consumer Holdings, one of Vietnam's largest branded food and beverage companies. Masan Beverage has a diverse portfolio of leading brands in large beverage categories such as instant coffee, mineral water, and energy drinks. These brands include Vinacafe, Wake-Up, Wake-Up 247, Vinh Hao and Lemona. It has recently signed an agreement to become the strategic partner of Quang Ninh Mineral Water Limited Company, which owns the Quang Hanh and Faith brands. Through this partnership, Masan Beverage is expected to become the largest Vietnamese mineral water company.

Masan Beverage is committed to promoting Vietnam's heritage beverage culture in innovative ways with Vietnam's natural wonders.

ABOUT QUANG NINH NATURAL MINERAL WATER LIMITED COMPANY

Quang Ninh Natural Mineral Water Limited Company is a leading Vietnam regional bottled water company with a portfolio of well-recognized and beloved brands in the natural and flavored mineral water categories. The company's brands include Quang Hanh, Faith, Suoi Mo and Blizka.

CONTACTS:

(Investors/Analysts)

Tanveer Gill

T: +848 6256 3862

E: tanveer@msn.masangroup.com

(Media)

Van Pham

T: +848 6256 3862

E: van.pham@msn.masangroup.com

This press release contains forward-looking statements regarding Masan Group's expectation, intentions or strategies that may involve risks and uncertainties. These forward-looking statements, including Masan Group's expectations, involve known and unknown risks, uncertainties and other factors, some of which are beyond Masan Group's control, which may cause Masan Group's actual results of operations, financial condition, performance or achievements to be materially different from those expressed or implied by the forward-looking statements. You should not rely upon forward-looking statements as predictions, future events or promises of future performance.