



**FOR IMMEDIATE RELEASE**

**Mr. Truong Cong Thang to Assume CEO Position of Masan Consumer Holdings  
and Masan Consumer Corporation**

**Ho Chi Minh City, 1 March 2018** – Masan Group Corporation (**HOSE: MSN**, “Masan” and “Company”), today announced that Mr. Seokhee Won has resigned from his position as Deputy CEO of Masan Group and Chief Executive Officer (“CEO”) of its subsidiaries Masan Consumer Holdings and Masan Consumer Corporation (“MCH”). Seokhee has also stepped down from the Members’ Council and Board of Directors of MCH, Masan Brewery Limited and MSC.

Mr. Truong Cong Thang has assumed the position of CEO of Masan Consumer Holdings and Masan Consumer Corporation and will continue to lead MCH’s 5 year growth execution plan. Specifically, he outlined his vision to build 12 leading power brands, to deliver revenue growth of 25% per annum, to increase profitability with a target net margin of 20%+, and to build MCH as the consumer workplace of choice by 2022. Mr. Thang was officially appointed as CEO of MCH and MSC on 28 February 2017 and also will continue to serve as Chairman of MCH and MSC.

Mr. Danny Le, Members’ Council of Masan Consumer Holdings stated, “*We would like to extend our gratitude to Seokhee for sharing the journey with us during the past 4 years and for embodying our philosophy of ‘Doing well by doing good’. His contribution to the growth of Masan Consumer has been invaluable. I personally believe that Seokhee will continue to be part of the Masan family and we genuinely wish him great success in his next endeavor.*”

## **MASAN GROUP CORPORATION**

Masan Group Corporation (“Masan” and the “Company”) believes in doing well by doing good. The Company’s mission is to provide better products and services to the 90 million people of Vietnam, so that they can pay half as much for their daily basic needs. Masan aims to achieve this by driving productivity with technological innovations, trusted brands, and focusing on fewer but bigger opportunities that impact the most lives.

Masan Group’s member companies and associates are industry leaders in branded food and beverages, consumer agriculture (meat), value-add chemical processing, and financial services, altogether representing segments of Vietnam’s economy that are experiencing the most transformational growth.

## **MASAN CONSUMER CORPORATION**

Masan Consumer Corporation (HNX-UPCoM: MCH), a subsidiary of Masan Group Corporation, is one of Vietnam’s largest branded food and beverage companies with market leadership in large consumer categories such as seasonings, convenience food, and beverages. Masan Consumer Corporation’s portfolio includes some of Vietnam’s most trusted and loved brands such as Chin-su, Nam Ngu, Tam Thai Tu, Omachi, Kokomi, Vinacafe, Wake-Up, Vinh Hao, and Quang Hanh.

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