

**FOR IMMEDIATE RELEASE**

**Matthys van der Lely to Join Masan Nutri-Science to Lead Meat Business**

**Ho Chi Minh City, 7 May 2018** – Masan Nutri-Science Corporation (“MNS” and “Company”), is pleased to announce that Matthys van der Lely will be joining as Managing Director to lead and develop the Company’s meat business.

Mr. Matthys van der Lely is a seasoned executive with 30 years of experience across retail formats and developing branded meat businesses in South East Asia. In his most recent role, Senior Vice President of Mergers and Acquisitions, Business Development and Retail, he was responsible for building out Bounty Fresh’s retailing business from the ground-up and instrumental scaling-up its branded fresh meat business. He successfully grew the business into Philippines’ second largest branded meat player while delivering strong profits.

In accepting the appointment, Mr. van der Lely said, *“I am excited to lead and accelerate Masan Nutri-Science’s vision of being the leading provider of safe for health and affordable meat products. The Vietnam’s meat consuming habits are similar to what I have witnessed in South East Asia. Based on my experience, I strongly believe Vietnam’s meat market will evolve from predominately warm fresh meat to chilled meat. Chilled meat will be the new standard as it is more delicious and hygienic. With Masan’s 3F meat platform, I am confident we will deliver Vietnamese consumers the best chilled meat products at affordable price points. I look forward to working with the Masan team to make this vision a reality in the near future.”*

Mr. Pham Trung Lam, Chief Executive Officer of Masan Nutri-Science, commented, *“We established Masan Nutri-Science with the end goal of becoming a consumer meat company. In the fourth quarter of 2018, we will officially start this journey with the launch of our first branded, chilled meat products. The appointment of Mr. van der Lely will enable us to scale-up our meat business faster as he has a track record in other South East Asian markets and has a strong entrepreneurial spirit. His skill set and experience strongly compliments our team and is core to our philosophy of combining international expertise with deep local understanding and know-how.”*

Mr. Matthys van der Lely will officially assume his role on 7 May 2018.

## **ABOUT MASAN NUTRI-SCIENCE**

Masan Nutri-Science is Vietnam's largest fully-integrated ("Feed-Farm-Food" business model) branded meat platform, focused on driving productivity in Vietnam's animal protein industry and ultimately directly serving consumers with traceable, quality and affordable meat products, a US\$9 billion opportunity.

In 2017, Masan Nutri-Science sold over 2 million tons of animal feed through its national network of over 4,500 dealers and 13 feed facilities. By implementing an FMCG approach to the feed business, Masan Nutri-Science has developed the successful umbrella brand "Bio-zeem", allowing it to achieve 35% market share of the external pig feed market. With the success and cash flows of its feed business, Masan Nutri-Science has since gone on to develop an integrated branded platform with the commissioning of its large scale pig farm in Nghe An and the groundbreaking of its meat processing complex in Ha Nam, which is expected to start providing fresh and chilled meat for Vietnamese consumers by the end of 2018.

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