



FOR IMMEDIATE RELEASE

Masan Announces Changes to its Board of Directors

Ho Chi Minh City, 18 April 2014 – Masan Group Corporation (**HOSE: MSN**, “Masan Group” and the “Group”), one of Vietnam’s largest private sector business groups, today announced the preliminary nominations of candidates to its Board of Directors for the new term of 2014-2019. Masan Group has nominated Mr. Dominic Price as a candidate to become an Independent Member of the Board. Mr. Seokhee Won, in addition to his role as Deputy CEO of Masan Group and CEO of its subsidiary, Masan Consumer Corporation (“Masan Consumer”), has also been nominated to join the Board of Directors of Masan Consumer. Mr. Madhur Maini will not participate in the new term of the Board of Directors of the Group and of Masan Consumer.

Dr. Nguyen Dang Quang, Chairman said, “Madhur has been instrumental in the transformation of Masan Group into a leading private sector champion. He has accomplished much more than what he set out to do when he first joined and also in less time. On behalf of Masan Group, I would like to thank him for his tremendous contribution. Madhur is a rare talent and Masan looks forward to partnering with him on his future journey.”

Mr. Madhur Maini said, “I will always cherish my time at Masan Group, where I had the chance to work with a dynamic group of entrepreneurial professionals to build a blue chip company. With Masan Group’s strong business building platform, I am convinced that even greater and more transformational developments are in store for the company’s future. I look forward to taking some personal time off to recharge before trying new challenges, including cooperating with the Group on new opportunities.”

Commenting on the candidates, Dr. Nguyen Dang Quang, Chairman, said, “The arrival of Dominic Price will greatly strengthen Masan’s efforts to implement a best-in-class corporate governance platform, while the appointment of Seokhee Won is an important part of Masan’s commitment to deliver transformational growth in the consumer sector.

“In his previous roles as CEO of Indochina and CEO of India at J.P. Morgan, Dominic Price advised many leading businesses in Asia to become internationally reputable public corporations. As an Independent Director on Masan Group’s Board of Directors, Dominic will contribute his expertise to enhance our corporate governance practices and help us exceed the standards of a regionally listed company.

“Seokhee Won is a seasoned executive with 22 years at global consumer goods company Unilever. In his most recent role, he was Senior Vice President, responsible for Unilever’s skincare business in Asia and the Ponds brand globally. As an expert in building globally recognizable brands that are market leaders, Seokhee is well qualified to take Masan to new horizons, including the possibility of new markets and categories.”

Mr. Won commented, “I have decided to return to Vietnam, a country where I had my first big career opportunity as a manager and where -there will tremendous growth for companies that are committed to serving the needs of consumers. Masan has created a very strong platform to build leading businesses and I strongly believe that a focus on creating winning consumer brands will take Masan to the next level not just in Vietnam but also regionally. I am both proud and excited to be leading such an important part of its organization.”

All appointments to the new term of the Board of Directors shall be valid after being approved by the General Meeting of Shareholders.

ABOUT MASAN GROUP CORPORATION

Masan Group is one of Vietnam's largest private sector companies focused on building market-leading businesses that capitalize on Vietnam's structural consumption and resources stories. The company has a track record of actively building, acquiring and managing large-scale operating platforms. Masan Group is committed to being Vietnam's local private sector champion in terms of scale, profitability and shareholder return and being the country's growth partner and employer of choice.

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