



FOR IMMEDIATE RELEASE

Seokhee Won to Join Masan as CEO of Masan Consumer Corporation and Deputy CEO of Masan Group

Ho Chi Minh City, 10 Feb 2014 – Masan Group Corporation (**HOSE: MSN**, “Masan Group” and the “Group”), one of Vietnam’s largest private sector business groups, is pleased to announce that Seokhee Won will be joining as Chief Executive Officer (“CEO”) of subsidiary Masan Consumer Corporation (“Masan Consumer”), a leading food and beverage company with a portfolio of Vietnam’s most popular brands. Seokhee Won will also join as Deputy CEO of Masan Group, in line with the Group’s focus on consumer and consumption-related businesses.

Mr. 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. Mr. Won’s experience includes senior management roles in Unilever’s businesses in China, South Africa, Thailand, Korea and Vietnam. He spent eight years with Unilever Vietnam (from 1997 to 2005) as Marketing Director and then as Vice President, during which he was responsible for Unilever’s entire personal care portfolio.

In accepting the appointment, Mr. Won said, “I have decided to return to Vietnam, a country where I had my first big career opportunity as a manager. My experience in Vietnam taught me a lot about how to win in an emerging market, where I learned how to tailor the expertise of a multinational company to meet the needs of a local market. I feel honored and excited to have the opportunity to lead Masan Consumer in its next phase of growth.”

Dr. Nguyen Dang Quang, Chairman of Masan Group, commented, “Masan has always believed in being the place of choice for the best talent with the right mix of international exposure and local experience. This belief applies to all levels of our organization and has been the key to our success. The appointment of Seokhee Won is a major step in transforming Masan Consumer into a more regional player, and Masan Group into a more consumer oriented business group.”

Seokhee Won will officially assume his new roles in early 2014 and succeed current CEO, Truong Cong Thang, who will leave to focus on his personal projects. Masan would like to extend its sincerest gratitude to Mr. Thang who was instrumental in building one of Vietnam’s largest consumer companies and wishes him great success in his next endeavor. Appointments and changes to the management boards are subject to customary regulatory approvals.

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.

ABOUT MASAN CONSUMER CORPORATION

Masan Consumer is one of Vietnam's leading diversified consumer companies and currently manufactures and distributes a range of food and beverage products, including seasonings (fish sauce, soya sauce and chili sauce), convenience foods (instant noodles and breakfast meals) and beverages (instant coffee, instant cereal and mineral water). The company commenced operations in 2000 and has grown its product portfolio and distribution channels to establish a leading position in branded food and beverage products in Vietnam. Masan Consumer portfolio includes some of the most recognized and trusted consumer brands such as Chin-Su, Omachi, Kokomi, Sagami, Nam Ngu, Tam Thai Tu, Vinacafe and Vinh Hao. Masan Consumer believes in putting Vietnamese consumers first.

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