

**FOR IMMEDIATE RELEASE**

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**With 345 million Consumer Reach Points, Masan is the 2<sup>nd</sup> Most Chosen Consumer Company According to Kantar Worldpanel**

According to the Brand Footprint 2018 report by Kantar Worldpanel, Masan Consumer, a subsidiary of Masan Group, has 39 million Consumer Reach Points (CRPs)<sup>1</sup> in Urban 4 cities (Hanoi, Ho Chi Minh City, Da Nang and Can Tho) and 306 million CRPs in Rural. The total of 345 million CRPs makes Masan the second most chosen consumer company in Vietnam based on an “*innovative metric*” which “*provides a true representation of shopper choice*” according to Kantar Worldpanel.

Kantar Worldpanel is a global expert in shoppers’ behavior and its Brand Footprint report measures the strength of brands based on actual consumption in terms of both penetration and frequency.

With 6 brands among the Top 10 food and beverage lists, Masan currently owns the most number of power brands in these categories. In particular, “*Nam Ngu, Masan Consumer’s fish sauce brand, remains the most chosen Food brand in Rural and stays in 2nd place in the Urban ranking. Its products were chosen more than 130 million times by nearly 80% of rural households and 16 million times by over 2/3 of urban households. Plus Chin-su, Tam Thai Tu and Kokomi, the local FMCG giant - Masan Consumer strengthens its dominant position in the Food ranking.*” (Kantar Worldpanel’s press release)

Chin-su, Nam Ngu and Tam Thai Tu’s all moved up in their rankings on Kantar Worldpanel’s Top 10 list for Urban 4 cities compared to last year’s report, reflecting the success of Masan Consumer’s “premiumization” strategy, underpinned by rapid urbanization and the increasing preference for premium products by Vietnam’s middle class.

As a result of the greater refocus on brand building and being Vietnam’s #2 advertiser in 1Q2018 (Kantar Media), Masan Consumer’s net revenue in the same period grew by 74.9% year-on-year to VND3,496 billion. Management expects that Masan Consumer’s net revenue will reach approximately VND7,400 billion in 1H2018, a growth of 35% compared to the same period last year. NPAT Post-MI is expected to grow by approximately 136% in 1H2018 to VND1,500 billion.

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<sup>1</sup>Consumer Reach Points (CRPs) form the basis of the ranking. An innovative metric that measures how many households around the world are buying a brand (penetration) and how often (frequency), it provides a true representation of shopper choice.

## ABOUT MASAN GROUP CORPORATION

Masan Group Corporation (“Masan” or 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 less 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.

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