



FOR IMMEDIATE RELEASE

Masan Consumer and Jinju Ham Form a Strategic Partnership to Deliver Delicious and Innovative Meat products to 90 Million Vietnamese Consumers

Ho Chi Minh City, 2 Jul 2018 – Masan Consumer Corporation (**HNX-Up-CoM: MCH**, "Masan" or the "Company"), today announced that Saigon Nutri-food JSC ("SNF"), a wholly owned subsidiary, has formed a strategic partnership with Jinju Ham Co., Ltd ("Jinju Ham"), a leading Korean branded processed meat company. Jinju Ham acquired a 25% stake in SNF via a primary issuance. The entity will be renamed "Masan Jinju".

Jinju Ham, established in 1963, is the oldest sausage producer in Korea with market leading positions in the sausage and home meal replacement segments. Jinju Ham has over 30 years of experience in the processed meat market and has developed best-in-class R&D and technological know-how. The strategic partnership will create significant synergies that will ultimately benefit Vietnamese consumers: combining Jinju Ham's cutting-edge know-how with Masan's deep understanding of Vietnamese consumers and brand building capabilities.

Truong Cong Thang - Chairman and CEO of Masan Consumer Corporation, said *"Our aim is to improve Vietnamese consumer's meat experience by providing innovating and delicious products. We will not only develop products that are delicious, but will focus on nutrition and affordability. This partnership aligns with our mission to enhance the daily physical and spiritual lives of 90 million Vietnamese consumers. I look forward to partnering with Jinju to transform the processed meat segment and deliver on our mission in the near future."*

Park Jungjin, CEO of Jinju Ham, said, *"Vietnam's processed meat market has the same dynamics as Korea and China 20 years ago. This segment is in its early phase of development, contributing less than 1 percent to the overall meat market. We believe that synergizing our respective platforms will enable Masan-Jinju to drive the process meat contribution to 20%-50% over the long-term, similar to China and Korea today, respectively. Our objective is to be at the forefront of this transformation and build a championship position over the course of the next 5 years."*

New innovations under this strategic partnership are expected to launch in the 2H of 2018.

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, Vinacafé, Wake-Up, Vinh Hao, and Quang Hanh.

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