



**FOR IMMEDIATE RELEASE**

**Masan and Singha lay emerging ASEAN foundation to better serve 250 million consumers**

**Ho Chi Minh City, 25 December 2015** – Masan Group Corporation (**HOSE: MSN**, “Masan”), today announced the signing of agreements to form a strategic partnership with Singha Asia Holding Pte Ltd (“Singha”). Through the partnership, Masan and Singha immediately enlarge their addressable market as their combined food and beverage platform will be scaled up to better serve consumers in the region, with a focus on inland ASEAN countries (Vietnam, Thailand, Myanmar, Cambodia and Laos) which have a total consumer base of nearly 250 million.

Masan has a strong Vietnam business in the seasoning, convenience foods, coffee and beverages, and Singha, a globally recognized brand, is Thailand’s market leader in beer and non-alcoholic beverages with a fast growing food business. The combined platforms of the two of Vietnam and Thailand’s leading food and beverage companies will be positioned to win in a fast developing region within ASEAN whose consumers share similar tastes and preferences. Masan and Singha have made long-term commitments to collaborate closely to gain access to the other’s home country and leverage each other’s strengths in their respective categories, providing consumers in the region a broader portfolio of branded food and beverage offerings.

Dr. Nguyen Dang Quang, Chairman of Masan said, “The partnership between Masan and Singha is unique as it is rare for two leading ASEAN platforms to team up. Masan has always believed that a successful strategic partnership will lead to transformational value creation. To me, this means 1 + 1 = 5.”

Commenting on the partnership, Mr. Palit Bhirombhakdi, CEO of Singha Asia, said, “I am confident that with Singha as a partner, Masan will be well received by Thailand’s 65 million consumers, where its key categories such as fish sauce and Vietnamese coffee are appreciated for their unique flavor and origin. In addition, Masan’s strong distribution platform, which reaches all corners of Vietnam, will allow Singha to access a fast growing market of more than 90 million consumers and support the expansion of newer categories.”

Mr. Seokhee Won, Deputy CEO of Masan Group and CEO of Masan Consumer, said, “Masan’s experience has shown that winning the trust and preference of consumers requires a strong operational platform which includes deep distribution, understanding of local preferences, brand building, and manufacturing excellence to deliver both superior taste and quality. We are pleased to welcome Singha as a strategic partner whose product portfolio and operational expertise can accelerate our growth both in Vietnam and in neighboring countries. Besides the business opportunity from partnering with Singha, we are excited to be working closely with an organization that has a long and respected history as a good corporate citizen, which matches well with our passion to improving the spiritual and material lives of consumers every day.”

Upon closing the USD1.1 billion transaction which will entirely comprise of new capital, Singha will own 25% of Masan Consumer Holdings and 33.3% of Masan Brewery. Masan Consumer Holdings will own the balance 66.7% of Masan Brewery. The transaction is expected to close within January 2016. Closing is subject to customary regulatory and corporate approvals.

## ABOUT MASAN GROUP CORPORATION

Masan Group Corporation (“Masan”) is one of Vietnam’s largest companies. Masan is focused on the domestic consumption opportunity and has built leading businesses in the branded food and beverage sector and in the animal nutrition value chain.

Masan’s businesses include Masan Consumer Holdings, the producer of some of Vietnam’s most trusted and loved brands across many food and beverage categories (such as Chin-su, Nam Ngu, Tam Thai Tu, Omachi, Kokomi, Vinacafe, Wake-up, Vinh Hao and Su Tu Trang), and Masan Nutri-Science, Vietnam’s largest local animal nutrition company (with brands such as Proconco and ANCO). The company’s other businesses include Masan Resources, one of the world’s largest producer of tungsten and strategic industrial minerals, and its associate, Techcombank, a leading joint stock commercial bank in Vietnam.

## ABOUT SINGHA ASIA HOLDING PTE LTD

Singha Asia Holding Pte Ltd is an important member of Boon Rawd Brewery, Thailand’s first and largest brewery, founded in 1933 by Phraya Bhirom Bhakdi (Boonrawd Sreshthaputra). For over 80 years, the privately owned company has become a renowned beer and beverage producer with a growing branded food business and expanding regional presence. The company is managed by 3rd and 4th generations of the descendants of the founder together with professionals from different fields.

At present, the company produces products under numerous brand names namely Singha, Leo, B-ing, Purra, Sanvo, Syder Bay, Boonrawd Farm, Pundee and Masita trademarks. The company has expanded and diversified its business interests into manufacturing, packaging, agriculture, real estate, food and restaurants, as well as retail fashions and life style, which comprises of over 50 affiliated companies.

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