



FOR IMMEDIATE RELEASE

Masan Consumer announces tender offer for 49% shareholding in Cholimex Foods

Ho Chi Minh City, 4 November 2014

Masan Consumer Corporation, a subsidiary of Masan Group Corporation (HOSE: MSN, “Masan Group”), one of Vietnam’s largest private sector business groups, has announced that it will make a tender offer for up to 49% of the outstanding shares of Cholimex Foods JSC. The tender offer price is VND90,000 per share and the direct acquirer will be Masan Food, a wholly-owned subsidiary of Masan Consumer Corporation.

Cholimex Foods is one of the fastest growing sauces and condiments companies in Vietnam with brands that have been in the market place for nearly 30 years. It has been very successful in the chili sauce category, and under its newer “Huong Viet” umbrella brand, has been strongly growing its fish sauce and soy sauce businesses. The company also derives revenue from exports, including frozen food products. Cholimex Foods distributes its products in Vietnam through a mix of traditional channels, modern trade and a strong on-premise presence.

Ms. Dang Thu Ha, Marketing Director of Seasoning for Masan Consumer Corporation, said, “Cholimex has grown strongly over many years and we are excited to be associated with such an iconic Vietnamese brand. By investing in such a reputable local company, Masan hopes to enhance both of our abilities to better serve the material and spiritual everyday lives of Vietnamese consumers who deserve the best.”

Mr. Seokhee Won, CEO of Masan Consumer Corporation, said, “Masan Consumer believes in nurturing strong brands that represents Vietnamese values. With this announcement, we further advance our vision to provide consumers a greater selection of products they and their families can trust and enjoy.”

The tender offer is subject to customary corporate and 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. We have a track record of actively building, acquiring and managing large-scale operating platforms. We are 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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