



KKR Extends Partnership with Masan Group, Doubles Investment in Masan Consumer

Additional \$200 million marks Vietnam's largest private equity transaction

Ho Chi Minh City, 9 January 2013 – Masan Group (HOSE: MSN, “Masan”), one of Vietnam’s largest private sector business groups, today announced that KKR, a leading global investment firm with more than US\$66 billion in assets under management, has entered into definitive agreements to increase its equity stake in Masan Consumer Corporation (“Masan Consumer” or the “Company”). KKR will invest US\$200 million, in addition to the US\$159 million invested on April 15, 2011, by increasing its equity stake through a combination of primary and secondary shares.

Madhur Maini, CEO of Masan Group, commented, “Our core belief as a group is the structural consumption growth and rising middle class potential of Vietnam. We believe KKR is the right partner to broaden and deepen our consumption platform to capture this opportunity.”

Masan Group is one of the largest publicly-listed private sector groups in Vietnam focusing on the country’s consumption and resources sectors. Masan Consumer is currently a market leader in sauces, instant noodles and instant coffee categories and has built its leadership position with some of the most recognized and trusted consumer brands through a strategy of putting Vietnamese consumers first.

Truong Cong Thang, CEO of Masan Consumer, commented, “Our partnership with KKR strengthens our strategy to diversify into other fast moving consumer goods categories in the near future, to better meet the needs of consumers in Vietnam.”

The Masan Consumer investment is the first since KKR opened its’ Singapore office and adds to the largest-ever private equity investment in Vietnam.

Ming Lu, Member of KKR and Regional Head of Southeast Asia, commented, “Doubling our investment in less than two years demonstrates our strong conviction in Vietnam’s growth story, Masan Group as our partner of choice in Vietnam and Masan Consumer as a leading Vietnam consumption platform.”

As Masan Consumer broadens and deepens its consumption strategy, it will leverage KKR’s global retail and consumer experience and work hand-in-hand with KKR Capstone, a team of operating executives who work exclusively with KKR’s portfolio companies, on instilling world-class business management processes.

The transaction is subject to regulatory approvals and other customary closing conditions.

ABOUT MASAN GROUP CORPORATION

Masan Group is one of Vietnam's largest private sector companies with a market capitalization of over US\$3 billion, focusing on consumption and resources sectors. Masan is committed to executing shareholder value, through building market-leading businesses with a professional management team and global partners. For additional information, please visit Masan's website at www.masangroup.com.

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 fish sauce, soya sauce, chili sauce, instant noodles, instant coffee and instant cereal. The company commenced operations in 2000 and has grown its product portfolio and distribution channels to establish a leading position in branded food products in Vietnam. Masan Consumer has created some of the most recognized and trusted consumer brands such as *Chin-Su*, *Omachi*, *Kokomi*, *Nam Ngu* and *Tam Thai Tu*, through a strategy of putting Vietnamese consumers first, earning a strong reputation for quality and taste.

ABOUT KKR

Founded in 1976 and led by Henry Kravis and George Roberts, KKR is a leading global investment firm with US\$66.3 billion in assets under management as of September 30, 2012. With offices around the world, including seven in Asia, with Singapore as its regional headquarter for Southeast Asia, KKR manages assets through a variety of investment funds and accounts covering multiple asset classes. KKR seeks to create value by bringing operational expertise to its portfolio companies and through active oversight and monitoring of its investments. KKR complements its investment expertise and strengthens interactions with investors through its client relationships and capital markets platform. KKR invests in high-quality franchises across multiple industries, including current and previous consumer and retail investments such as Del Monte Foods, Oriental Brewery, VATS, Café Coffee Day, Modern Dairy, Sealy, Duracell, Gillette, RJR Nabisco and Safeway. KKR & Co. L.P. is publicly traded on the New York Stock Exchange (NYSE: KKR), and "KKR," as used in this release, includes its subsidiaries, their managed investment funds and accounts, and/or their affiliated investment vehicles, as appropriate. For additional information, please visit KKR's website at www.kkr.com.

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