

FOR IMMEDIATE RELEASE

**CAFÉ de NAM “Phin Dien” by Vinacafé
Pays Homage to Vietnam-style Coffee – “Vietnamo”**

Ho Chi Minh City, 24 May 2016 – Vinacafé Bien Hoa JSC. (HOSE: VCF, “Vinacafé”), a member of Masan Group Corporation, (HOSE: MSN, “Masan” and the “Company”) and Vietnam’s leading coffee maker with a heritage of nearly 50 years, today announced the launching of a breakthrough innovation in Vietnam’s coffee market. **CAFÉ de NAM “Phin Dien”** aims to restore the unique experience of traditional Vietnamese “phin” coffee with the world’s first single-serve brewing solution that can produce a cup of Vietnam-style coffee (“Vietnamo”).

The innovation **CAFÉ de NAM “Phin Dien”** was inspired by the unique and traditional Vietnamese “phin” coffee filters but with the added convenience and hygiene of contemporary coffee preparation. With a single capsule and a push of a button, consumers will be able to enjoy, within 45 seconds, a cup of 100% genuine coffee in three Vietnam-style coffee flavors: ice dark coffee, strong hot coffee, and ice coffee with condensed milk.

*“Currently, the world has two popular coffee cultures: espresso and Americano. With **CAFÉ de NAM “Phin Dien”**, we have successfully captured the original flavor of traditional Vietnam-style coffee while introducing a unique and convenient way of enjoying our heritage drink to the world with Vietnamo,”* said Nguyen Tan Ky, CEO of Vinacafé.

In connection with the launch, Vinacafé will acquire an 85% equity interest in CDN Production Trading Corporation to expand its coffee R&D platform and increase its production capacity for a total consideration of VND35 billion.

CAFÉ de NAM “Phin Dien” will first be made available exclusively through select coffee shops.

ABOUT VINACAFÉ BIEN HOA JOINT STOCK COMPANY

Vinacafé Bien Hoa Joint Stock Company is one of Vietnam's leading beverage companies and currently manufactures and distributes a range of beverage products, including instant coffee, instant cereal and bottle beverages. The company commenced operations in 1968 and has grown its product portfolios and distribution channels to establish a leading position in branded beverage products in Vietnam. Vinacafé Bien Hoa's portfolio includes some of the most recognized and trusted consumer brands such as Vinacafé, Wake-Up, Phinn, Wake-Up 247 and Kachi.

ABOUT MASAN GROUP CORPORATION

Masan Group Corporation is one of Vietnam's largest companies. The Company 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 protein company (with brands such as Proconco and ANCO). The Company's other businesses include Masan Resources, one of the world's largest producers of tungsten and strategic industrial minerals, and our associate, Techcombank, a leading joint stock commercial bank in Vietnam.

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