



FOR IMMEDIATE RELEASE

**Masan Consumer Lays the Foundation to Provide Protein-Based Products  
That Adhere to International Standards to Vietnamese Consumers**

**Ho Chi Minh City, 2 October 2012** – Masan Consumer JSC (“Masan Consumer”), one of Vietnam’s largest diversified consumer companies, today announced that it will acquire 40% of the shares of Vietnam French Cattle Feed JSC (“Proconco”). The Proconco acquisition lays the foundation for Masan Consumer to enter the attractive protein-based market (e.g., meat, fish, seafood), which has significant growth potential backed by Vietnam’s population growth and increasing per capita consumption of such products.

This is a key step to provide Vietnamese consumers hygienic and healthy protein-based products that conform to European standards. To achieve this vision, Masan Consumer plans to develop a value chain of “clean breed – clean feed – clean farming – clean processing – clean warehousing and distribution”. Masan Consumer plans to successfully complete the value chain by 2013 before launching a “Masan Consumer branded” protein-based product to the Vietnamese market in 2014.

Since its founding, Proconco has established Con Co, the premier brand in agricultural feed in Vietnam. Proconco’s deep understanding of local farmers combined with international R&D capabilities, allows it to offer product quality of international health standards for the end consumers and uniquely customized for domestic livestock. Proconco has also developed one of the deepest nationwide agricultural networks in Vietnam with over 475 distributors covering 63 provinces and municipalities.

Masan Group, (HOSE: MSN, “Masan”, “The Group”), one of Vietnam’s largest private sector business groups, acquired the 40% stake in Proconco on behalf of Masan Consumer from Prudential Assurance Private Limited and PCA International Funds SPC (Vietnam Segregated Portfolio) for a total cash consideration of approximately US\$96 million. Masan will transfer the 40% stake to Masan Consumer at cost. Morgan Stanley advised Masan Group and Masan Consumer on the acquisition of Proconco.

The transaction between Masan Group and Masan Consumer will be closed after customary approvals in relation to the transaction have been obtained.

#### **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, including Masan Consumer, Techcombank and Masan Resources. 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.

#### **ABOUT MASAN CONSUMER CORPORATION**

Masan Consumer is one of Vietnam's largest local diversified FMCG companies. We manufacture and distribute a range of food and beverage products, including soya sauce, fish sauce, chili sauce, instant noodles, instant coffee and instant cereals. We commenced operations in 2000 and have subsequently grown our product portfolio, domestic sales and distribution channels to establish a leading position in Vietnamese branded consumer food and beverage market. Our key brands include Chin-su, Nam Ngu, Tam Thai Tu, Rong Viet, Omachi, Oh Ngon, TienVua, Kokomi, Vinacafé and De men.

#### **ABOUT PROCONCO**

Proconco is the leading domestic livestock and aqua feed manufacturer in Vietnam. The Company offers a wide range of high quality feed products for pigs, chicken, quails, cows, ducks, fish, and shrimp. Proconco operates across the complete agricultural feed value chain, including formulation expertise, production capabilities, supply chain infrastructure, warehousing, marketing and distribution.

#### **CONTACTS:**

Masan Group

Danny Le

T: +84 8 6256 3862

E: [danny@msn.masangroup.com](mailto:danny@msn.masangroup.com)