



**FOR IMMEDIATE RELEASE**

**Masan's brands rank #1 and #2 in the rural and urban market, respectively, as Vietnam's most chosen food brands**

**Ho Chi Minh City, 7 July 2014**

The latest study of the most chosen FMCG brands by Kantar Worldpanel has ranked the brands of Masan Consumer, a subsidiary of Masan Group, at #1 and #2 positions in the rural and urban market, respectively, in the foods category in Vietnam. The rural market accounts for almost 70% of the total population (source: Government Statistics Office).

As per the Kantar report, Masan has three brands in the top 10 ranking for foods in the rural market, while in the urban market ranking of the top four cities, Masan has two brands in the top 10. Masan's fish sauce brand Nam Ngu is the most chosen food brand in the rural market, being purchased 164 million times by rural consumers. In the urban market survey, Masan's fish sauce brands are at second place, being purchased 16 million times. Masan's three brands Nam Ngu, Kokomi and Tam Thai Tu earned a total of 276 million Consumer Reach Points ("CRPs", which measure household reach and purchase frequency) and accounted for 36% of the total CRPs gained by all food brands in the rural market.

In the beverages category, Wake-Up Sai Gon, which was launched with a new formulation last year, has received special mention for its rapid entry into the top 10 beverage brands in Vietnam by expanding its reach to additionally 1.7 million new households over the last year. According to the survey, Wake-Up Sai Gon was chosen 18 million times by rural households.

In the overall ranking of the top 10 manufacturers across FMCG categories (not just including food and beverage, but also including health and beauty and homecare), Masan was ranked second in the rural market and third in the urban market. Masan's penetration level was at 95.6% in the urban four cities survey, and 97.8% in the rural market.

The report also observes that in the foods sector, local brands have advantages over international brands. It mentions that local consumers feel enormous pride towards local brands and their heritage, particularly in food, and local brands can also be more flexible and responsive to local consumer needs.

The above findings validate Masan's commitment to serving Vietnamese consumers, and its track record of building strong brands with reputation for quality and innovation.

Kantar Worldpanel is a global leader in consumer knowledge and insights. It is part of the Kantar group, which is a wholly-owned subsidiary of WPP Group plc.

## **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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