

FOR IMMEDIATE RELEASE

**Masan Group Continues Building and Investing in Vietnam’s Consumer Story through
Strengthening Masan Consumer Holdings**

Ho Chi Minh City, 30 December 2014 – Masan Group Corporation (**HOSE: MSN**, “Masan Group” and the “Group”), one of Vietnam’s largest private sector business groups, today announced a series of corporate initiatives to further strengthen Masan Consumer Holdings (“MCH”), a wholly-owned subsidiary.

Together with these new initiatives, MCH shall have experienced a transformational year where it has emerged as the Group’s primary platform to invest further in Vietnam’s consumer opportunities. The initiatives that have occurred or are expected to be completed in 2014 include:

- **Becoming sole owner of Masan Group’s interest in Masan Consumer:** Masan Group restructured by consolidating its direct and indirect interests in Masan Consumer into MCH. By the end of the year, MCH is expected to have further increased its ownership percentage in Masan Consumer.
- **Completing a landmark bond issuance:** In early December, MCH completed a landmark 10-year bond issuance, which raised VND 2,100 billion at an 8% fixed coupon rate. The bonds are the longest tenure and lowest cost issuance by a private sector company in Vietnam. The bonds are guaranteed by the Credit Guarantee and Investment Facility (“CGIF”), a trust fund of the Asian Development Bank (“ADB”), and is CGIF’s the first deal in Vietnam.
- **Entering the beer market:** MCH will become the sole and direct owner of Masan Brewery, which currently produces the Su Tu Trang beer brand. Previously, Masan Brewery was held directly by the Group. As a result, MCH will have another major vertical for growth as beer is a US\$4 billion consumer category in Vietnam.

In addition, other initiatives that have been announced and/or expected to be completed within 2014 at MCH’s subsidiary, Masan Consumer, include:

- **Establishing Masan Beverage:** Masan Consumer has established a new subsidiary to consolidate its non-alcoholic beverage businesses and to better position it to win in the bottled beverage sector.
- **Cholimex tender offer:** Masan Consumer is on track to become a major shareholder in Cholimex, a well-known sauces and condiments company in Vietnam, with brands that have been in the market place for nearly 30 years.
- **Sale of non-strategic assets:** Masan Consumer aims to improve its operational focus by divesting a non-strategic subsidiary, Minh Viet Packaging, which produces some of the Group’s packaging materials. Proceeds of the sale will be used to fund new best-in-class manufacturing facilities in locations that would help enable better consumer access and lower logistics costs.

The initiatives outlined for Masan Consumer do not include ongoing M&A discussions. With its best-in-class operating platform, Masan Consumer is a strong position to advance the development of acquired businesses, which it has been able to achieve at Vinacafe and Vinh Hao.

To further sharpen the Group's focus and demonstrate the role of MCH as a key strategic driver of future growth, Masan Group is in the process of strengthening its cash position by the sale of Masan Agri. The cash is expected to provide the Group with more resources and flexibility to support MCH's growth and invest in transformational opportunities.

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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