



**PRESS RELEASE**

**Truong Cong Thang Appointed as Chairman of Masan Consumer**

**Ho Chi Minh City, 28 June 2017** – Masan Consumer Corporation (**HNX-UpCOM: MCH**, “Masan Consumer”), announces that Mr. Truong Cong Thang has been elected to join the Board of Directors by shareholders last Friday at the Company’s 2017 Extraordinary General Meeting of Shareholders (“EGM”). In addition, he has also been elected by the Board of Directors to be Chairman of Masan Consumer, replacing Mr. Nguyen Dang Quang, Chairman of Masan Group Corporation. This decision marks the transition towards a new generation of professional leaders who are tasked with further developing the growth platforms across Masan Group Corporation’s key businesses.

Mr. Nguyen Dang Quang shared, “Masan believes in the next generation of professionals who are young, talented and can lead. The common traits among the leaders at Masan are a shared passion, entrepreneurship, and belief in Vietnam Value, especially “For Vietnam”.

Mr. Truong Cong Thang has been with Masan Consumer since the beginning and his leadership has been instrumental in Masan Consumer’s success with household brands such as Chin-su, Nam Ngu, Tam Thai Tu, Kokomi and Omachi, among others.

At the EGM, Mr. Truong Cong Thang shared his vision and objective to deliver growth for Masan Consumer during the 2018-2022 period. Mr. Thang publicly outlined Masan Consumer’s goals in concrete and measurable terms: to build 12 leading consumer brands by 2020; to deliver revenue growth of 25% per annum from 2018 – 2022 with net margin of 20-25%; and to become the top 3 best workplace in Vietnam by 2022.

During the first half of 2017, Masan Consumer successfully delivered on its “Fit for Growth” initiative, which rebalanced the inventory levels at its distributors, improved route-to-market efficiency and increased focus on end-consumers. For the remainder of the year, Masan Consumer aims to deliver eight major campaigns to re-launch existing brands, restructure existing categories, expand the market, and launch new products to consumers.

Mr. Truong Cong Thang, Chairman of Masan Consumer, said, “Our path is a long journey to serve and to bring joy and happiness to Vietnamese consumers. Masan is a large team of passionate and talented individuals. Together, we will take great, successful strides on the path we have chosen.”

## **MASAN GROUP CORPORATION**

Masan Group Corporation (“Masan” and the “Company”) believes in doing well by doing good. The Company’s mission is to provide better products and services to the 90 million people of Vietnam, so that they can pay half as much for their daily basic needs. Masan aims to achieve this by driving productivity with technological innovations, trusted brands, and focusing on fewer but bigger opportunities that impact the most lives.

Masan Group’s member companies and associates are industry leaders in branded food and beverages, consumer agriculture (meat), value-add chemical processing, and financial services, altogether representing segments of Vietnam’s economy that are experiencing the most transformational growth.

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