

**FOR IMMEDIATE RELEASE**

**Masan Nutri-Science Forming Leading 3F Platform to Better Serve Vietnamese Consumers through VISSAN Strategic Partnership**

**Ho Chi Minh City, 24 March 24, 2016** – Masan Nutri-Science JSC (“MNS”), a member of Masan Group Corporation, (HOSE: MSN, “Masan” and the “Group”), today announced a strategic partnership between ANCO JSC (“ANCO”) and Vietnam Meat Industries Limited Company (“VISSAN”). ANCO is a subsidiary of MNS, the Group’s animal nutrition platform which also controls Proconco JSC. Through an auction process for strategic investors, ANCO secured the right to acquire 14% of VISSAN, Vietnam’s largest branded fresh and processed meat company.

Mr. Pham Phu Ngoc Trai, Chairman of Masan Nutri-Science, said, “VISSAN is a strong heritage brand that has been loved and trusted by Vietnamese families for generations. With this strategic partnership between our two Ho Chi Minh City-based companies, Masan Nutri-Science has been able to keep VISSAN as a national icon and local company that will always put Vietnamese consumers first.”

In the first half of 2015, the Group established Masan Nutri-Science with a vision to drive the productivity of Vietnam’s animal protein sector and ultimately directly serve consumers with traceable, quality and affordable meat products. Through its partnership with VISSAN, MNS is moving closer towards a consumer-oriented business model.

Mr. Danny Le, Head of Business Development of Masan Group and CEO of Masan Nutri-Science, stated, “Partnering with VISSAN is consistent with our strategic mission and is a critical step to transform and consolidate the animal protein space through brands, distribution and best-in-class practices – we are committed to drive animal protein productivity towards international standards. We are increasingly shifting our business model from B2B to B2C where our power brands will create significant value.”

The 14% ownership in VISSAN will be acquired at VND126,000 per share, a strategic premium which underlies VISSAN’s leadership position, brand power and unique general trade and modern trade distribution model in Vietnam’s US\$18 billion meat sector. Taken as a whole (animal feed, upcoming pig farming entry and VISSAN), Masan’s investment cost to develop Vietnam’s leading 3F platform provides an entry valuation of 12 times trailing earnings, a reasonable value for a platform that has significant growth and margin enhancement opportunities.

Mr. Pham Trung Lam, Chief Executive Officer of both ANCO and Proconco, commented, “Masan greatly admires VISSAN and its management team for building a leading business in Vietnam’s branded meat sector. We believe there are big synergies through combining Masan’s and VISSAN’s distribution networks to serve Vietnamese consumers in the most effective way. More importantly, we can offer consumers nationwide traceable meat products they love at affordable price points.”

The closing of the transaction is subject to customary regulatory and corporate approvals.

## **ABOUT MASAN GROUP CORPORATION**

Masan Group Corporation (“Masan”) is one of Vietnam’s largest companies. Masan 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.

## **ABOUT MASAN NUTRI-SCIENCE**

Masan Nutri-Science (“MNS”) is one of the biggest animal protein players in Vietnam. MNS’ vision is to be and to be recognized as the leader in driving productivity in Vietnam’s animal protein industry and ultimately directly serve consumers with traceable, quality and affordable meat products. Masan Nutri-Science has two operating companies, namely Proconco and ANCO. With combined sales volumes of approximately 2 million tons in 2015, MNS is the second biggest overall feed player and biggest pig feed player in Vietnam. MNS has one of the most extensive distribution networks with almost 4,000 dealers across Vietnam. MNS has 11 facilities nationwide with a total production capacity of 2.5 million tons.

Proconco was established in 1991 as the first joint venture between France and Vietnam in the feed manufacturing sector. The company’s most popular brand is “Con Co” which is the oldest feed brand and one of the most premium feed brands in Vietnam.

ANCO was established in 2003 as a joint venture between Malaysia and Vietnam with its first feed factory commissioned in Dong Nai province. The company’s most popular brand is “ANCO” which is considered to be one of the most value-for-money brands in Vietnam.

## **ABOUT VISSAN**

Vietnam Meat Industries Limited Company (“VISSAN”) is one of Vietnam’s largest and most trusted branded food companies. VISSAN’s core business is the processing and trading of fresh meat, processed foods and meat related products. It is a member of Saigon Trading Group (“SATRA”) and has recently welcomed Masan Group’s animal nutrition subsidiary as a strategic partner.

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