



MASAN CONSUMER CORPORATION
Address: 12th Floor, Kumho Asiana Plaza Saigon,
39 Le Duan, Dist. 1, HCMC, Vietnam
Tel: (84-8) 62 555 660 Fax: (84-8) 38 190 463

REPORT OF CHIEF EXECUTIVE OFFICER ON 2014 RESULTS AND 2015 BUSINESS PLAN

I. BUILDING COMPANY’S VALUES – TOTAL SHAREHOLDER RETURN

We believe in: i) focus on core business of consumer goods with transformational innovation; ii) building strong brands and powerful distribution network; iii) delivery of revenue and profit growth year by year, and owning substantial cash flows; and iv) leadership from highly efficient talents – all are cornerstones for the sustainable growth of the company’s values.

II. 2014 BUSINESS SUMMARY

1. The Company continued to grow revenue and profit while invest in fundamentals and transformation platforms. 2014 net revenue was VND13,098 billion, an increase of 10% over 2013; net profit was VND3,425 billion, an increase of 5% over 2013. The result was mainly driven by the success of our business plans and the ability to keep costs down.
2. Redefined markets, successfully built the infrastructure for business expansion: Beverage distribution channels and product supply are fully operation; coffee powder achieve record share of 40% at the end of 2014, wake-up was the fastest growing brand, joining the portfolio of six powerful brands with turnover above 1,000 bio; Completed implementation of Enterprise Resource Planning and Distribution Management System; Construction of North Hub started.
3. Promoted “Masan Consumer Transformation” campaign to accommodate 2015-2020 vision. This is the way for Masan Consumer to transform ourselves and advance towards the targets set in the 2020 vision.

III. 2015 TARGETS

Masan Consumer Corporation has set the targets for growth in revenue and profit for 2015 as follows:

	Targets
Revenue (VND billion)	15,500 – 17,500
Net profit (VND billion)	3,600 – 4,300

IV. 2015 BUSINESS STRATEGY AND PLAN

1. Capturing 70% volume share in condiment categories through product and brand renovation.
2. Pushing technological transformation and building brands to capture 35-40% market share of convenience food by the end of 2015.
3. Quickly establish the route-to-market platform with DMS to unlock market potentials and realize efficiency; paving the road for quick expansion of newly re-defined categories.
4. Complete the restructuring of company’s operations, product supply infrastructure and management platform to support the realization of 2015 Business Plan.

Day by day, we enhance the material and spiritual life of the Vietnamese!

Dated April 10, 2015
Chief Executive Officer
(signed and sealed)

Seokhee Won