



MASAN CONSUMER CORPORATION
Address: 12th Floor, Kumho Asiana Plaza Saigon,
39 Le Duan, Dist. 1, HCMC, Vietnam
Tel: (84-08) 62 555 660 Fax: (84-08) 38 190 463

REPORT OF CHIEF EXECUTIVE OFFICER ON 2013 RESULTS AND 2014 BUSINESS PLAN

I. BUILDING COMPANY'S VALUES – TOTAL SHAREHOLDER RETURN

We believe in: i) focus on core business of consumer goods, growth with critical technologies; 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. 2013 BUSINESS SUMMARY

1. The Company continued to maintained significant revenue and profit growth in the context of a difficult market. 2013 net revenue was VND11,943 billion, an increase of 15% over 2012; net profit was VND3,270 billion, an increase of 15% over 2012. The result was mainly driven by the success of our business plans and the ability to keep costs down.
2. Successfully launched and promoted new brands to the market. Besides Chin-su, Omachi, Nam Ngu, Tam Thai Tu, the brands of Kokomi, Sagami, B'fast, Wake-up and Vinacafé set a solid platform for the company towards achieving the leading positions (>51%) of market share in their respective markets, set impetus for developing the strategic in the 2014 Business Plan.
3. Promoted “Masan Consumer Transformation” campaign to accommodate 2011-2020 vision. This is the way for Masan Consumer to transform ourselves and advance towards the targets set in the 2020 vision.

III. 2014 TARGETS

Masan Consumer Corporation has set the targets for growth in revenue and profit for 2014 as follows:

	Targets
Revenue (VND billion)	16,000 – 17,000
Net profit (VND billion)	3,750 – 4,250
Leading brands	7

IV. 2014 BUSINESS STRATEGY AND PLAN

1. Capturing 70% volume share in condiment categories through product and brand renovation.
2. Promoting technological solutions, building brands to capture 35-40% market share of convenience food by the end of 2014.
3. Quickly establishing the platform of bands, positions, and specific distribution network for success in the beverage category in the future.
4. Continuing to restructure the company's operations, building the platform of infrastructure to ensure the ability to realize the business plan in 2014 focusing on Masan Consumer Transformation.

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

Dated April 8, 2014
Chief Executive Officer
(Signed and sealed)

Seokhee Won