



ENGLISH TRANSLATION

**REPORT OF CEO ON
2012 RESULTS AND 2013 PLAN**

I. BUILDING COMPANY’S VALUES – TOTAL SHAREHOLDER RETURN (TSR)

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. 2012 BUSINESS SUMMARY

1. The Company continued to maintained significant revenue and profit growth in the context of a difficult market. 2012 net revenue was VND10,389 billion, a yoy increase of 47%; net profit was VND2,850 billion, an increase of 26% over 2011. 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 and Vinacafé set a solid platform for the company towards achieving the leading positions (>51%) of market share in instant noodles and coffee markets. The categories play a strategic roles in the company’s 2013 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. 2013 TARGETS

Masan Consumer has set the targets for growth in revenue and profit for 2013 as following:

	Targets
Revenue (VND billion)	13,000 – 15,750
Net profit (VND billion)	3,750 – 4,200
Leading brands	7

IV. 2013 BUSINESS STRATEGY AND PLAN

1. Capturing 80% volume share in condiment categories through product and brand renovation.
2. Promoting technological solutions, building brands and specific distribution network to capture 35-40% market share of instant noodles by the end of 2013.
3. Quickly establishing the platform for success in the coffee category in the future.
4. Expanding product categories through business strategies suitable with the 2011-2020 vision.
5. Continuing to restructure the company’s operations focusing on improving Effectiveness – Efficiency through Masan Consumer Transformation campaign.

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

We will experience 2013 with full of opportunities ahead!

CEO

(Signed and sealed)

Truong Cong Thang