

MASAN CONSUMER CORPORATION

Address: 12th Floor, Kumho Asiana Plaza Saigon, 39 Le Duan, Dist. 1, HCMC, Vietnam

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ENGLISH TRANSLATION

NOTICE OF PARTICIPATION THE 2013 ANNUAL GENERAL MEETING OF SHAREHOLDERS

Masan Consumer Corporation (the "Company") would like to invite you to participate the 2013 Annual General Meeting of Shareholders of Company as following:

Time: 08:00 am, Monday April 22, 2013.

Venue: Sofitel Saigon Plaza Hotel, No.17 Le Duan street, Ben Nghe ward, District 1, HCMC

Agenda:

- Approving Board of Directors' Report;
- Approving CEO's Report;
- Approving Supervisory Board's Report;
- Approving 2012 audited financial statements;
- Approving 2012 profit distribution proposal;
- Approving the proposal to issue shares and to increase company's charter capital;
- Approving the amendment of company's charter;
- Selection of the Auditor for 2013;
- Additional elections the member(s) of Board of Directors, the member of Supervisory Board;
- Other matters under the authority of General Meeting of Shareholders.

Qualifications for participation: Shareholders according to the list of shareholders as of book closing at 5pm on 20 March 2013. In case shares are transferred from the book closing date to the meeting date, the transferees are entitled to participation in the meeting instead of the transferers to the extent of the number of shares transferred.

Registration: For a well-prepared meeting, please perform the confirmation procedures of meeting participation or authorization to other persons (*using the forms "Meeting registration"/"Authorization" attached*) and send to the company's head office by postal or by fax before 5 pm 19 April 2013.

Shareholders or authorized persons participating the meeting shall bring the following papers: Invitation, Authorization (for authorized persons), valid ID card or passport.

Documents related to the meeting: Please kindly study the detailed agenda and meeting documents are posted on the Company's website at: www.masanconsumer.com.

For further information about the meeting, please contact:

Masan Consumer Corporation

BRC No: 0302017440, issued by HCM Department of Planning & Investment the first time on 31 May 2000, amended the 30th time on 6 February 2013.

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Email : huongdtt2@msc.masangroup.com

Yours sincerely.

HCMC, April 5, 2013

ON BEHALF OF THE BOARD OF DIRECTORS CHAIRMAN

(Signed and sealed)