

MASAN CONSUMER CORPORATION

Address: 12th Floor, Kumho Asiana Plaza Saigon, 39 Le Duan, Ben Nghe Ward, District 1, HCMC, Vietnam Tel: (84-08) 62 555 660 Fax: (84-08) 38 190 463

ENGLISH TRANSLATION

NOTICE OF PARTICIPATION IN THE 2014 ANNUAL GENERAL MEETING OF SHAREHOLDERS

Masan Consumer Corporation ("Company") would like to invite you to participate in the 2014 Annual General Meeting of Shareholders.

Time: 08:00 am, on Monday, April 23, 2014.

Venue: InterContinental Asiana Saigon Hotel, No.39 Le Duan street, Ben Nghe ward, District 1, HCMC

Agenda:

- Approving the Board of Directors' Report, Supervisory Board's Report and CEO's Report;
- Approving the 2013 audited financial statements;
- Approving the 2013 profit distribution proposal;
- Approving the 2014 business plan;
- Approving the proposal to issue shares and to increase company's charter capital;
- Approving the amendment of company's charter;
- Selection the Auditor for 2014;
- Elections the Board of Directors and Supervisory Board for the term 2014 2019;
- Other issues 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 March 24, 2014. 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 form "Meeting registration*" *Authorization" attached*) and send to the company's head office by postal or by fax before 5 pm April 21, 2014.

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 from time to time.

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Email: huongdtt2@msc.masangroup.com

Yours sincerely.

Ho Chi Minh City, April 7, 2014

ON BEHALF OF THE BOARD OF DIRECTORS CHAIRMAN

(Signed and sealed)

NGUYEN DANG QUANG