



FOR IMMEDIATE RELEASE

Masan Consumer Completes Acquisition of 52% Shares in Net Detergent JSC

Ho Chi Minh City, 20 February 2020 – Masan Consumer Corporation (HNX-Up-CoM: MCH, "Masan" or the "Company") refers to its announcement dated December 24, 2019 in relation to the public tender offer ("PTO") by its wholly-owned subsidiary, Masan HPC Company Limited ("Masan HPC"), for shares in Net Detergent JSC ("NETCO"). Masan is pleased to announce that the PTO is completed and Masan HPC has successfully acquired 52% of the shares in NETCO at an average price of VND 48,000 per share. This implies a full valuation of NETCO at USD46 million and a price to earnings multiple of 13x.

NETCO, established in 1968, is a leading local home care business. In 2018, NETCO delivered net revenue of VND1,117 billion and net profit after tax of VND57 billion, primarily driven by its two popular laundry detergent brands: NET and NETSOFT. The company's current market share in the laundry segment is 1.5%, currently trailing Unilever (54.9%), Procter and Gamble (16.0%), Dai Viet Huong (11.6%), LIX (2.7%) and Vico (2.4%)¹.

NETCO previously announced that it achieved net revenue of VND1,157 billion in 2019, which grew 3.6% compared to 2018; and net profit after tax of VND81 billion, which grew 42.3% compared to 2018. Net profit after tax margin also improved to 7.0% in 2019, from 5.1% in 2018.

Masan plans to work alongside NETCO to unlock potential synergies and drive double digit top and bottom line growth in medium term. The immediate focus will be to integrate and synergize with Masan's general trade distribution network with 300,000 point of sales and modern trade platform with 3,000 supermarket and minimart stores nationwide. Currently, 35-40% of home and personal care products are bought in the modern trade channel. In addition, the company will develop winning product portfolio with a particular focus on "premiumizing" the portfolio.

¹ Source: "Laundry care market in Vietnam" report - Euromonitor

MASAN CONSUMER CORPORATION

Masan Consumer Corporation (**HNX-UPCoM: MCH**), a subsidiary of Masan Group Corporation, is one of Vietnam's largest branded food and beverage companies with market leadership in large consumer categories such as seasonings, convenience food, and beverages. Masan Consumer Corporation's portfolio includes some of Vietnam's most trusted and loved brands such as Chin-su, Nam Ngu, Tam Thai Tu, Omachi, Kokomi, Vinacafe, Wake-Up, Wake-up 247, Vivant, Vinh Hao, and Quang Hanh.

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