

CÔNG TY CỔ PHẦN HÀNG
TIÊU DÙNG MASAN
MASAN CONSUMER
CORPORATION

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập - Tự do - Hạnh phúc
THE SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

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Tp. Hồ Chí Minh, ngày 04 tháng 05 năm 2026
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CÔNG BỐ THÔNG TIN ĐỊNH KỲ
PERIODIC INFORMATION DISCLOSURE

Kính gửi: Ủy ban chứng khoán Nhà nước
Sở Giao dịch Chứng khoán Thành phố Hồ Chí Minh
To: State Securities Commission
Hochiminh Stock Exchange

1. Tên tổ chức/Name of organization: **CÔNG TY CỔ PHẦN HÀNG TIÊU DÙNG MASAN**
- Mã chứng khoán/Stock code: **MCH**
- Địa chỉ/Address: Số 23 Lê Duẩn, Phường Sài Gòn, Thành phố Hồ Chí Minh
- Điện thoại liên hệ/Tel.: 028. 62555660 Fax: 028. 38109463
- E-mail: yen@msn.masangroup.com/ information@msc.masangroup.com
- Website: <https://masanconsumer.com/>

2. Nội dung thông tin công bố/Contents of disclosure:

- Thông cáo báo chí về kết quả kinh doanh quý 1/2026
Immediate release on business result of 1Q2026.

3. Thông tin này đã được công bố trên trang thông tin điện tử của công ty vào ngày 04/5/2026 tại đường dẫn <https://masanconsumer.com/>. This information was published on the company's website on 4 May 2026, as in the link <https://masanconsumer.com/>:

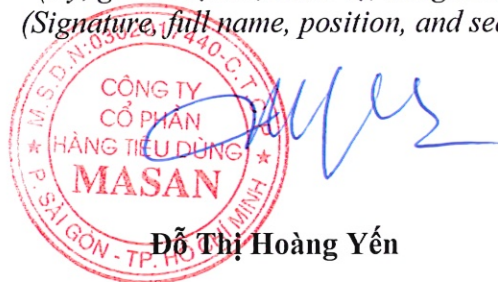
Chúng tôi xin cam kết các thông tin công bố trên đây là đúng sự thật và hoàn toàn chịu trách nhiệm trước pháp luật về nội dung các thông tin đã công bố/We hereby certify that the information provided is true and correct and we bear the full responsibility to the law.

* Tài liệu đính kèm/Attached documents:

- Thông cáo báo chí về kết quả kinh doanh quý 1/2026 / Immediate release on business result of 1Q2026

Đại diện tổ chức
Organization representative
Người UQ CBTT

Person authorized to disclose information
(Ký, ghi rõ họ tên, chức vụ, đóng dấu)
(Signature, full name, position, and seal)



Đỗ Thị Hoàng Yến



FOR IMMEDIATE RELEASE

Masan Consumer Delivers Double-Digit Topline and Bottom-line Growth in 1Q2026 and Raises Forward Outlook

Ho Chi Minh City, 4 May 2026 — Following the release of its unaudited management accounts, Masan Consumer Corporation (HOSE: “MCH”, “Masan Consumer” or the “Company”) today published its management commentary for the first quarter of 2026 (“1Q2026”, “1Q”).

“Retail Supreme operates as a self-reinforcing growth flywheel. Our brands drive consumer pull at the point of sale – attracting more retailers onto the platform, deepens SKU penetration per outlet, and growing revenue per door. That revenue funds further brand investment. The cycle compounds – and 1Q2026 results are proof points. When the brand engine and the retail engine work in sync, we have a clear and repeatable formula for medium-term growth. We are tracking ahead of our 2Q2026 guidance. We are still in the early innings of what it can deliver.” said Mr. Truong Cong Thang, CEO of Masan Consumer.

1Q2026 Key Highlights:

- MCH delivered 13.1% revenue growth in 1Q2026. Based on indicative April result, the Company is confident that 2Q2026 will deliver at least 25% topline growth, translating to ~20% YoY growth in 1H2026 – ahead of the FY2026 high-case guidance of 15%.
 - On a two-year CAGR basis, this implies 1H2026 revenue growing at ~10%+ since 1H2024, reflecting durable underlying demand through a period of deliberate structural transformation of our distribution infrastructure.
- Growth was broad-based. General Trade (“GT”) revenue accelerated to 11.0% YoY as Retail Supreme impact translating into tangible business results; Modern Trade (“MT”) and Global Business delivered solid double-digit growth; HORECA and E-commerce recorded triple-digit expansion off a low base. By category, Home and Personal Care (“HPC”) led at over 30% YoY growth, with Seasonings and Convenience Foods each delivered mid-to-high-teen growth.
- Gross margin held flat YoY at 46.7%, with favorable product mix offsetting the cost impact of ongoing product upgrades. Disciplined, selective pricing actions on premium Fish Sauce and Granule in early 1Q2026 supported sequential margin improvement versus 4Q2025.
- Net profit after tax before minority interests (“NPAT Pre-MI”) reached VND1,800 billion, up 11.5% YoY, with a net margin of 21.2%. The modest lag relative to revenue growth was driven by elevated logistics and operating costs which weighed on margin expansion in the quarter.
 - On a per-share basis, NPAT Post-MI reached VND1,373 per share. The increase in share count reflects the FY2025 rights issuance (1,000:451 ratio) and bonus share issuance (1,000:225 ratio). On a like-for-like basis (adjusting for rights issuance and bonus share), EPS grew approximately 11.5% YoY.
- Consistent with MCH's commitment to delivering high growth alongside compelling shareholder returns, the Company distributed total cash dividends of VND5,270 billion (VND5,000 per share) for FY2025 in two equal tranches in July 2025 and January 2026. For FY2026, the AGM has approved a cash dividend of up to VND5,000 per share — reflecting the confidence in the Company's earnings trajectory — with timing and structure to be determined by the Board of Directors.

Business Commentary:

MCH's 1Q2026 revenue reached VND8,472 billion, up 13.1% YoY, within the Company's FY2026 guidance range of 11%-15%. NPAT Pre-MI reached VND1,800 billion, up 11.5% YoY. Growth was broad-based, with GT returning to positive territory and all other channels sustaining solid momentum.

- The return to growth in GT is a deliberate outcome, not a surprise recovery. As management communicated previously, the transition from a fragmented, intermediary-heavy system to a digitized, direct-coverage operating platform — "Retail Supreme" — created a temporary period of de-growth in the GT channel through 2025. This was not a tactical move, but a structural transformation of our distribution infrastructure — redefining GT retail execution and building a scalable, technology-enabled growth engine for MCH.
- With the transition period now largely complete, **GT revenue accelerated to 11.0% YoY**, reflecting the continued impact of Retail Supreme and clear improvement across all key execution metrics¹ in 1Q2026:
 - **Coverage:** Active Selling Outlets ("ASO") reached approximately 500,000, up 2.3x compared to before Retail Supreme.
 - **Penetration:** SKU per order reached 5.5 (up 17.0%); approximately 57,000 outlets now carry around six or more categories, up 2.0x.
 - **Perfect Stores:** 50,000 ASO, up 1.8x now meeting in-store execution standards, laying the foundation for consistent brand visibility and offtake improvement at the point of sale.
 - The retailer incentive scheme driving cross-category SKU penetration is generating approximately 12x return-on-investment, validating the commercial scalability of the model. More importantly, Retail Supreme is scaling without a structural increase in cost-to-serve – selling expenses as a percentage of revenue remained broadly stable YoY. As category penetration improves, incremental sales are expected to drive stronger operating leverage and improve ROIC over time.
- **Momentum across MT, HORECA, and E-commerce channels** sustained strong momentum through 1Q2026, providing further validation of the broad-based demand across MCH's portfolio.
- **Global Business** grew 11.3% YoY, maintaining solid momentum across key markets in ASEAN and the EU.

Key Categories Commentary:

Seasonings, Convenience Foods and HPC sustained their growth momentum in 1Q2026, underpinned by the ongoing rollout of the new distribution model and stronger brand execution.

Revenue by category:

(VND billion)	1Q2026	1Q2025	Growth
Seasonings	3,136	2,677	17.1%
Convenience Foods	2,526	2,217	13.9%
Bottled Beverages	1,178	1,212	-2.8%
Coffee	511	468	9.0%
HPC	619	461	34.2%
Global Business	431	387	11.3%
Others	72	67	7.6%
Total	8,472	7,489	13.1%

- **Seasonings** returned to growth for the first time since 2Q2025, posting 17.1% YoY. Fish Sauce was the primary growth engine, contributing approximately 80% of the category growth. Chili Sauce and Other Granules maintained positive momentum, while Soy Sauce remained marginally negative.
- **Convenience Foods** continued growth momentum of 13.9% YoY, underpinned by an accelerating premiumization trend. The premium segment expanded to ~56% of category revenue – up from 53%

¹ Certain figures in other materials reflect 1Q2026 cumulative performance. Differences between the point in time and cumulative performance represent complementary management views of the same period.

in FY2025 and 46% in FY2024 – growing 18.9% YoY and outpacing the overall category. Innovation added incremental momentum, with Kokomi Snacking launching in the quarter as the first of several planned additions to the total portfolio. Collective innovation revenue is expected to build progressively through FY2026.

- **Bottled Beverages** declined 2.8% YoY, reflecting continued softness in consumer demand through the quarter though the category improved sequentially versus 4Q2025. Retail Supreme's expansion into on-premise channel was activated in March 2026, targeting 500,000 ASO with full portfolio penetration and 100,000 Perfect Stores. The impact is expected to become visible in 2Q2026 results.
- **HPC** led all categories with 34.2% YoY growth, as Retail Supreme's expanding footprint drove meaningful distribution gains for Chanté and Homey, across both coverage and penetration.

2026 Guidance:

VND billion	FY2025 Result	FY2025 vs. FY2024	2026 Indicative Budgets			
			Base-case		High-case	
			Growth vs FY2025			
			Base-case	High-case	Base-case	High-case
Revenue	30,557	-1.1%	33,800	35,000	11%	15%
EBITDA	8,005	-3.9%	8,710	9,120	9%	14%
NPAT Pre-MI	6,764	-14.6%	7,450	7,800	10%	15%

MCH forecasts 2026 revenue to reach between VND33,800 billion to VND35,000 billion, delivering 11% to 15% revenue growth. The continued progress of Retail Supreme is expected to contribute 30% - 40% of total growth, with the remainder driven by innovations. Accordingly, NPAT Pre-MI is expected to grow by 10% to 15%, reaching VND7,450 to VND7,800 billion.

- **Seasonings** expected to grow at low-teen due to low base in 2025, normalizing back to the category's long-term run rate trend and primarily driven by the continued recovery of Fish Sauce and new products innovations that cater to evolving consumer convenience and lifestyle needs.
- **Convenience Foods** forecasted to maintain low to mid-teen growth. The premium segment continues to drive the overall portfolio growth, supported by accelerating complete meal initiative to capture out-of-home consumption. The mainstream & economy segments are expected to grow more modestly, as volume share gains from brand rejuvenation efforts are partially offset by lower segment growth.
- **Bottled Beverages & HPC:**
 - Bottled Beverages' key growth drivers are (i) Retail Supreme expansion into the On-premise channel and (ii) new product innovations catering to health & wellness trends.
 - HPC continues to build on the momentum of Chanté and Homey brand, accelerating GT distribution penetration.
- **Global Business** expected to sustain strong momentum, with at least mid-teen growth, driven by key markets such as USA, Southeast Asia, Japan, and the EU, across Seasonings, Convenience Foods, and Instant Coffee portfolio.

1Q2026 Consolidated Financial Highlights

Income Statement Highlights

VND billion	1Q2026	1Q2025	YoY Growth
Net Revenue	8,472	7,489	13.1%
Gross Profit	3,956	3,500	13.0%
EBITDA	2,143	1,919	11.7%
Net Financial (Expense)/Income	158	104	51.9%
Financial Income	317	256	23.8%
Financial Expense	159	152	4.6%
Other Income/Expenses)	0	(3)	100.0%
Corporate Income Tax	289	224	29.0%
NPAT Pre-MI	1,800	1,614	11.5%
NPAT Post-MI	1,778	1,586	12.1%

Balance Sheet Highlights

VND billion	1Q2026	FY2025
Cash and Cash Equivalents²	9,267	11,748
Debt	9,330	9,591
Short-term Debt	6,927	7,169
Long-term Debt	2,403	2,422
Total Assets	32,862	33,933
Total Equity	17,821	18,662
Total Equity Excluding MI	17,198	18,062
Outstanding Number of Ordinary Shares (million shares)	1,294	1,057

² Cash and Cash Equivalents include trading securities and term deposits between 3 and 12 months.



MASAN GROUP CORPORATION

Masan Group Corporation (“Masan Group”) believes in doing well by doing good. The Company’s mission is to provide better products and services to the 100 million people of Vietnam and global consumers, so that they can pay less for their daily essentials. Masan aims to achieve this by driving productivity with technological innovations, trusted brands, and focusing on fewer but bigger opportunities that impact the most lives.

Masan Group’s member companies and associates are industry leaders in branded fast moving consumer goods, branded meat, modern retail, F&B retail, financial services, telecommunications, and value-add chemical processing, altogether representing segments of Vietnam’s economy that are experiencing the most transformational growth.

MASAN CONSUMER CORPORATION

Masan Consumer is Vietnam’s leading fast-moving consumer goods (“FMCG”) companies with multi-category portfolio including Seasonings (Fish Sauce, Soy Sauce, Chili Sauce, Granules), Convenience Foods (Instant Noodles, Complete Meals Solutions), Bottled Beverages (Energy Drink, Carbonated Soft Drink, Mineral Water, Instant Coffee and Nutritional Cereals) and Home & Personal Care (Detergent, Shampoo, Body Wash).

Since establishment, Masan Consumer has built a portfolio of Power Brands including CHIN-SU, Omachi, Kokomi, Nam Ngư, Wake-Up 247, alongside the next wave of emerging Power Brands such as Tam Thái Tử, Vinacafé, Wake-Up, Vivant, Compact, Bupnon Tea 365, Chanté and Homey, ... Through consumer-centric strategy, the Company has continuously strengthened its product portfolio and nationwide distribution network, reinforcing a leading position in Vietnam’s branded FMCG market. Looking ahead, Masan Consumer is pursuing a “Go Global” strategy bringing iconic Vietnamese brands to global scale.

CONTACTS:

Investors/Analysts

Tram Nguyen

T: +84 28 6255 5660

E: ir-mch@msc.masangroup.com

Media

Van Pham

T: +84 28 6256 3862

E: pr@msn.masangroup.com

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