CÔNG TY CỔ PHẦN HÀNG TIÊU DÙNG MASAN
MASAN CONSUMER CORPORATION

Số: 07272/2026/CV-MSC
No: /

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

Tp. Hồ Chí Minh, ngày 27 tháng 07 năm 2026
………, day ... month ... year ……

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:*

- Giải trình biến động lợi nhuận sau thuế thu nhập doanh nghiệp Quý 2/2026 so với cùng kỳ năm trước
Explanation of fluctuations in profit after tax for 2Q2026 compared to the same period.

3. Thông tin này đã được công bố trên trang thông tin điện tử của công ty vào ngày 27/07/2026 tại đường dẫn https://masanconsumer.com// *This information was published on the company's website on 27 July 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:***
- Giải trình biến động lợi nhuận sau thuế thu nhập doanh nghiệp Quý 2/2026 so với cùng kỳ năm trước / *Explanation of fluctuations in profit after tax for 2Q2026 compared to the same period*

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)

M.S.D.N: 0302017440-C.T.C.P
CÔNG TY CỔ PHẦN HÀNG TIÊU DÙNG MASAN
P. SÀI GÒN - TP. HỒ CHÍ MINH

Đỗ Thị Hoàng Yến

MASAN CONSUMER CORPORATION

No:.111.../2026/CV-MSC

Re: Explanation of fluctuations in profit after tax for Q2/2026 compared to the same period last year

SOCIALIST REPUBLIC OF VIETNAM

Independence – Freedom – Happiness

Ho Chi Minh City, 27-07-2026

To: - State Securities Commission
- Ho Chi Minh City Stock Exchange

- Based on Circular No. 96/2020/TT-BTC ("Circular 96") dated November 16, 2020, of the Ministry of Finance guiding the disclosure of information on the securities market; and other circulars amending and supplementing Circular 96.

- Based on the business performance results (on a consolidated and separate basis) in the financial statements for Q2/2026 compared to Q2/2025.

Masan Consumer Corporation ("MSC" or "Company" or "Group") would like to explain the fluctuations in profit after tax on a consolidated and separate basis for Q2/2026 compared to Q2/2025 as follows:

Difference in profit after corporate income tax on a consolidated basis compared to the same period last year

No	Indicator (Consolidated financial statement)	Q2/2026	Q2/2025	Variance	
		(VND)	(VND)	Change (VND)	% increase/ (decrease)
		[1]	[2]	[3] = [1] – [2]	[4] = [3]/ [2]
1	Net revenue	7,165,021,966,505	6,275,517,664,566	889,504,301,939	14%
2	Gross margin	3,193,066,669,948	2,768,987,012,258	424,079,657,690	15%
3	Net financial income/(expense)	152,274,602,612	137,887,698,216	14,386,904,396	10%
4	Share of profit or loss in associates	25,607,400,000	25,012,044,646	595,355,354	2%
5	Selling expenses	1,385,087,634,228	1,155,673,894,817	229,413,739,411	20%
6	General and administrative expenses	243,203,877,203	231,739,160,294	11,464,716,909	5%
7	Net consolidated profit after tax	1,484,338,610,638	1,347,381,829,383	136,956,781,255	10%

The net profit after tax (on consolidated basis) for the 2nd Quarter of 2026 increased by 10% compared to the corresponding period last year primarily driven by the following factors:

- Net revenue grew by 14% compared to the same period last year, with growth in most product categories, including seasonings, convenience foods, beverages, and home and personal care; and
- Net financial income increased by 10% compared to the corresponding period last year, primarily due to an increase in income from trading securities and other investment activities.

- The operating expenses comprise of the selling expenses and general and administrative expenses increased during the period as the Group continued to proactively invest in advertising and promotion to strengthen brand equity and drive sustainable growth.

For detailed results on the movements on the Group's consolidated performance during the period, please refer to the Company's earning release which will be made publicly by the Company and is available in the Company's website.

Difference in profit after tax on a separate basis compared to the same period last year

No	Indicator (Separate financial statement)	Q2/2026	Q2/2025	Variance	
		(VND)	(VND)	Change (VND)	% increase/ (decrease)
		[1]	[2]	[3] = [1] – [2]	[4] = [3]/ [2]
1	Net revenue	6,961,420,162,422	6,131,269,633,832	830,150,528,590	14%
2	Gross margin	1,805,869,620,473	1,517,806,223,229	288,063,397,244	19%
3	Net financial income/(expense)	2,637,676,825,243	2,590,298,994,868	47,377,830,375	2%
4	Selling expenses	1,334,895,835,477	1,117,618,704,198	217,277,131,279	19%
5	General and administrative expenses	165,008,144,997	149,165,915,421	15,842,229,576	11%
6	Net separate profit after tax	2,854,739,952,750	2,765,689,279,807	89,050,672,943	3%

The Company's separate profit after tax for the 2nd Quarter of 2026 increased by 3% compared to the corresponding period last year primarily driven by the following factors:

- Net revenue grew by 14% compared to the same period last year, with growth in most product categories, including seasonings, convenience foods, beverages, and home and personal care; and
- Net financial income increased by 2% compared to the corresponding period last year, primarily due to an increase in income from trading securities and other investment activities.

- The operating expenses comprise of the selling expenses and general and administrative expenses increased during the period as the Company continued to proactively invest in advertising and promotion to strengthen brand equity and drive sustainable growth.

Best regards.

MASAN CONSUMER CORPORATION
CHIEF EXECUTIVE OFFICER

CÔNG TY
CỔ PHẦN
HÀNG TIÊU DÙNG
MASAN

TRUONG CONG THANG