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 ---------------
Số: 07273/2026/CV-MSC No: /	*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**
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2. Nội dung thông tin công bố/*Contents of disclosure:*

- Thông cáo báo chí về kết quả kinh doanh quý 2/2026
  Immediate release on business result of 2Q2026.

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:***

- Thông cáo báo chí về kết quả kinh doanh quý 2/2026 / *Immediate release on business result of 2Q2026*

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

FOR IMMEDIATE RELEASE

Volume-Led Double-Digit Growth in 2Q; Strong Cash Generation Powers High Dividends

Ho Chi Minh City, 27 July 2026 – Masan Consumer Corporation (HoSE: MCH, or "the Company") today published its unaudited management accounts for the second quarter ("2Q2026", "2Q") and first half of 2026 ("1H2026", "1H").

2Q2026 and 1H2026 Key Highlights:

- **Volume-led Growth**: MCH delivered 14.2% revenue growth in 2Q2026, led by ~10% volume growth, translating to 1H2026 revenue growth of 13.6% YoY – tracking full-year topline growth guidance range of 11%–15%.
    - On a two-year view, 1H2026 revenue grew at ~6% CAGR; however, adjusting for the one-off 2025 General Trade de-stocking (VND600–800 billion, disclosed in 2Q2025), the underlying two-year CAGR was ~8%.
    - After a strong April, demand softened through May before recovering to run-rates in June. While 2Q growth came in below the early-quarter trend, this reflects normal in-period demand variability.
- Gross margin expanded 44bps YoY to 44.6% in 2Q2026 and 18bps 45.7% in 1H2026, as selective pricing actions in key categories — notably Seasonings, Convenience Foods and HPC — offset raw material inflation and the cost of ongoing product upgrades.
    - The sequential moderation vs. 1Q2026 was concentrated in Seasonings and HPC: Seasonings saw the natural post-Tet reversal — a lower contribution to total sales — while HPC faced higher raw material costs. Margins in other categories were broadly stable quarter-on-quarter.
- Net profit after tax before minority interests ("NPAT Pre-MI") grew 10.2% YoY in 2Q2026, at a net margin of 20.7%. Earnings growth trailed revenue slightly as logistics costs rose to 4.4% of revenue from 3.2% a year earlier on higher freight and fixed distribution costs, partly offset by ongoing network optimization.
    - 1H2026 NPAT Pre-MI grew 10.9% YoY, for a margin of 21.0%. Earnings per share on a like-for-like basis (adjusting for rights issuance and bonus share) in 1H2026 reached VND2,510 per share, up 11.0% YoY.
- **Strong cash generation supports a high-dividend model**: MCH generated ~VND2,000 billion free cash flow in 1H2026, reflecting strong brand-led profitability, low capital intensity and disciplined working-capital management.
    - Over FY2023 – FY2025, MCH returned approximately VND32 trillion (~USD1.3 billion) in cash dividends to shareholders, underscoring a capital-return track record among the strongest of any listed company in Vietnam.
- **VN30 index inclusion**: MCH was added to the VN30[1] Index at the July 2026 review, effective at the early-August 2026 rebalance – reflecting its scale among Vietnam's largest listed companies and its trading liquidity.

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[1] HOSE's primary large-cap benchmark and the underlying for its main ETFs and index futures

Business Commentary:

2Q2026 revenue reached to VND7,165 billion, up 14.2% YoY, within the FY2026 guidance range, reflecting durable underlying demand following the distribution transformation completed in 2025.

- First-half revenue reached VND15,637 billion, up 13.6% YoY. MCH reaffirms its FY2026 revenue guidance of VND33,800-35,000 billion, equivalent to 11-15% YoY growth.

MCH's growth model is simple:

- **A retail engine** that expands and deepens our distribution reach.
- **A brand engine** that strengthens consumer pull.
- A digital layer that connects both — using technology to make our sales force more productive, target the right trade schemes to the right retailers, and deploy the right brands and offers to each outlet.

Together, these form a **repeatable formula** for medium-term growth.

Pillar 1 — The retail engine: from breadth to depth

General Trade grew 10.6% YoY in 2Q2026, extending the recovery established in 1Q2026 as Retail Supreme's execution metrics improved further:

- Coverage: Active Selling Outlets ("ASO") reached approximately 550,000.
- Penetration: SKU per outlet reached approximately 5.8 (year-end target: 7.0), and approximately 43,000 outlets now sell more than six categories (year-end target: 100,000).

The strategic focus is shifting from breadth to depth — from widening reach to raising productivity per outlet. MCH is streamlining sales force operations, sharpening in-store execution and display, and channeling its innovation pipeline to the 30K highest traffic ASOs. This lifts revenue per out let and turns Retail Supreme into a growth engine for Power Brands and under-penetrated categories.

Modern Trade and HORECA grew 28.9% and 29.7% respectively, while E-commerce rose 202.3% off a low base as the channel scales rapidly.

Pillar 2 — The brand engine: strengthening consumer pull

Category performance reflects three growth levers — **premiumization, share gain, and new growth engine**.

- **Premiumization:**
  - CHIN-SU powered the trade-up in Seasonings, driving mix toward premium; revenue rose 27.0% YoY on double-digit volume growth.
  - Omachi anchored premiumization in Convenience Foods, growing 17.8% YoY on mid-single-digit volume growth and delivering most of the category's incremental revenue. Its value market share rose +1.3% in 1H2026, affirming its premium leadership.
- **Share gain:**
  - Nam Ngu is winning back the share lost during the 2025 GT disruption, anchoring Seasonings growth this quarter — high-single-digit volume growth in Fish Sauce confirms the recovery is demand-driven.
  - Kokomi gained +0.3% value share in 1H2026 despite a declining mass-noodle segment, anchoring the base while premium tiers carry the growth.
  - Bottled Beverages returned to growth at 17.8% YoY on high-single-digit volume growth. While this partly reflects a low 2025 base, it marks a genuine inflection with demand momentum still building.
    - Wake-up 247 remains the portfolio's core volume driver, underpinning the category base while newer launches build incremental demand.

- Two catalysts anchor the 2H2026 outlook: a health-and-wellness innovation pipeline launching in 2H2026, with Retail Supreme serving as the targeted on-premise activation platform to drive trial of these new launches.

- **New growth engine:**
  - HPC again led all categories at 32.5% YoY growth, driven primarily by volume growth.
    - Chanté, which accounts for roughly half of the HPC portfolio, drove the bulk of the gains as it continued to scale, while Homey — around 10% of the portfolio — grew rapidly from a near-zero base to ~VND20 billion per month, supported by Retail Supreme deepening its penetration.
    - The Chanté Active launch in June 2026 extends the consumer base, supporting continued GT share gains.
  - Global Business sustained 24.0% YoY growth across key markets in ASEAN, the EU, the USA and Japan.

Pillar 3 — The digital engine: technology driving productivity

- Digital tools are raising sales-force productivity, while the retailer membership scheme is being optimized to reward loyalty and expand assortment per outlet.

Revenue by category:

(VND billion)	2Q2026	2Q2025	*Growth*	1H2026	1H2025	*Growth*
Seasonings	2,325	1,985	17.1%	5,461	4,663	17.1%
Convenience Foods	2,100	1,956	7.4%	4,626	4,173	10.9%
Bottled Beverages	1,291	1,096	17.8%	2,469	2,308	7.0%
Coffee	402	398	0.9%	912	866	5.3%
Home Personal Care ("HPC")	587	443	32.5%	1,206	904	33.4%
Global Business	408	329	24.0%	838	716	17.1%
Others	53	68	-22.5%	124	135	-7.6%
Total	**7,165**	**6,276**	**14.2%**	**15,637**	**13,764**	**13.6%**

2026 Progress Tracker:

% Growth	1H2026	Base-case	High-case	*Status*
Revenue	14%	11%	15%	*On target*
EBITDA	12%	9%	14%	*On target*
NPAT Pre-MI	11%	10%	15%	*On target*

2Q2026 and 1H2026 Consolidated Financial Highlights

Income Statement Highlights

VND billion	2Q2026	2Q2025	Growth	1H2026	1H2025	Growth
Net Revenue	7,165	6,276	14.2%	15,637	13,764	13.6%
Gross Profit	3,193	2,769	15.3%	7,149	6,269	14.0%
EBITDA	1,812	1,606	12.8%	3,955	3,525	12.2%
Net Financial (Expense)/Income	152	138	10.4%	310	242	28.0%
Financial Income	337	269	25.2%	654	525	24.5%
Financial Expense	184	131	40.6%	344	283	21.5%
Other Income/Expenses)	(3)	1	0%	(3)	(1)	0%
Corporate Income Tax	255	198	28.8%	544	422	28.9%
NPAT Pre-MI	1,484	1,347	10.2%	3,284	2,961	10.9%
NPAT Post-MI	1,471	1,326	11.0%	3,249	2,912	11.6%

Balance Sheet Highlights

VND billion	1H2026	FY2025
Cash and Cash Equivalents[2]	9,565	11,748
Debt	8,951	9,591
Short-term Debt	6,556	7,169
Long-term Debt	2,394	2,422
Total Assets	33,634	33,933
Total Equity	19,305	18,662
Total Equity Excluding MI	18,669	18,062
Outstanding Number of Ordinary Shares (million shares)	1,307[3]	1,057

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

[3] The outstanding ordinary shares include the issuance of ESOP shares completed on 23 June 2026. However, as the amended Enterprise Registration Certificate had not yet been obtained by 30 June 2026, the related increase in share capital was not recognised in MCH's financial statements.

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.

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