



FOR IMMEDIATE RELEASE

**Masan Group Subsidiary Masan Consumer Acquires 50.11% of Vinacafe Shares
*Lays Foundation for Beverage Strategy***

Ho Chi Minh City, 13 October 2011 – Masan Group (HOSE: MSN, “Masan”, “The Group”), one of Vietnam’s largest private sector business groups, subsidiary Masan Consumer announced that it has successfully completed the tender for Vinacafe Bien Hoa Joint Stock Company (HOSE: VCF, “Vinacafe”) at VND80,000 per share. The offer expired Tuesday, October 11 and 50.11% of the shares outstanding had been tendered and not withdrawn by the deadline for a total cash consideration of approximately US\$51 million.

Masan Consumer’s plan to acquire Vinacafe, the leading instant coffee player in Vietnam commanding a 40% market share, was announced on Thursday, September 8. Vinacafe recently invested in a world-class processing plant increasing its production capacity by approximately 3x to meet strong local consumer demand.

Madhur Maini, CEO of Masan Group, commented, “We are focused on diversifying our food platform into a broader consumer operating platform and tapping our war chest for strategic M&A.”

Truong Cong Thang, CEO of Masan Consumer, commented, “Coffee is a core consumer product in Vietnam and requires a deep understanding of consumer behavior. We are committed to assisting Vinacafe accelerate its growth strategy by leveraging our branding, research and distribution platform.”

ABOUT MASAN GROUP CORPORATION

Masan Group is one of Vietnam's largest private sector companies focused on building market-leading businesses in industries that its plans to dominate over the long-term. Masan's entrepreneurial spirit and commitment to shareholder value has enabled Masan Group to develop Masan Consumer, Techcombank and Masan Resources into sector champions in consumer staples, financial services and resources, respectively.

ABOUT MASAN CONSUMER CORPORATION

Masan Consumer is one of Vietnam's leading diversified consumer companies and currently manufactures and distributes a range of food products, including fish sauce, soya sauce, chili sauce, instant noodles and edible oils. The Company commenced operations in 2000 and has subsequently grown its product portfolio, domestic sales and distribution channels to establish a leading position in Vietnam branded food products. Masan Consumer's products have a strong reputation for their quality and taste as evidenced by their leading market share in a number of categories.

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