

Masan MEATLife accelerates its vision to transform the meat industry by investing VND 1,800 billion in MEATDeli Saigon Complex, and acquiring 51% capital of 3F VIET, a leading chilled chicken company

Ho Chi Minh City, October 3, 2020 - Today, Masan MEATLife Joint Stock Company ("**MML**") - a subsidiary of Masan Group Joint Stock Company (HOSE: MSN, "**Masan**" or "**Group**") announced two strategic milestones in their journey to bring fresh, delicious, and nutritious meat to 100 million Vietnamese consumers: (i) inauguration of the VND 1,800 billion MEATDeli Saigon Meat Processing Complex in Long An; and (ii) entering the poultry meat market through a primary injection of VND 613 billion to acquire 51% of 3F VIET Joint Stock Company ("**Transaction**") - a leading domestic player in poultry meat platform.

"The inauguration of MEATDeli Saigon Complex and entering the poultry meat market through the investment into 3F VIET is a part of Masan MEATLife's vision to transform into a pure FMCG company. With the completion of these strategic milestones, we expect to bring breakthrough value to consumers in a much more scalable fashion and develop power brands. Our mission is to supply fresh, safe, affordable, and traceable meat products to each and every Vietnamese consumer", said Masan MEATLife CEO Mr. Pham Trung Lam.

MEATDeli Saigon Meat Processing Complex officially launched

In December 2018, MML inaugurated MEAT Ha Nam complex – the first chilled meat processing complex in Vietnam and introduced chilled meat products under the brand "MEATDeli" in Hanoi.. Following initial successes, MML has built MEATDeli Saigon meat processing complex in Long An to cater to the increasing demand for fresh and nutritious meat of tens of million consumers in Ho Chi Minh City and neighboring provinces.

To date, MEATDeli has served millions of consumers in Hanoi and Ho Chi Minh City and neighboring provinces. It is present at 1,700+ outlets, including VinMart & VinMart+ chains, CoopMart supermarkets, Big C, MEATDeli stores and other agents, etc.

Invested in 3F VIET to expand into chicken meat market

MML is of the view poultry is the second most important animal nutrition in Vietnamese meals. Constraints in this segment is similar to pork: sub-par productivity, quality and lack of break-through innovative meat products. Established in 2014, 3F VIET emerged as one of the leading domestic players with a vision to transform the poultry market with chilled packaged and processed chicken meat products. 3F VIET platform spans across the value chain, from breeders, hatcheries, meat farms to large-scale food processing and packaging facilities. All adhere to strict environmental standards in food hygiene and safety. The company's products and processing system have been awarded with reputable quality certificates such as HACCAP, ISO22000 and especially the FSSC22000 by the Foundation FSSC 22000 headquartered in Holland. With an efficient operating model, 3F VIET aims to generate VND 1,000 billion in revenue with break-even EBITDA for the financial year 2020.

Despite starting from different starting points, 3F VIET and MML share the same mission of offering consumers fresh, delicious and nutritious meat products that ensure best in class safety and hygiene standards. The primary injection of VND 613 billion will be used by 3F to expand its business and building a poultry power brand. The Transaction is subject to regulatory approval.

"In the past 6 years, 3F VIET's products have been well received by consumers. 3F VIET team is confident that we are ready for a new stage of development. We believe that with the partnership,

synergies and growth capital provided by Masan, particularly the Group's track or record of building power brands and its nationwide distribution network including modern trade channels such as VinMart and VinMart+ chains, 3F VIET will deliver on its mission to provide fresh and delicious poultry products to a majority of Vietnamese consumers in the very near future." said 3F VIET President Mr. Nguyen Quoc Trung.

MEATDeli SAI GON MEAT PROCESSING COMPLEX

Commenced in May 2019, the MEATDeli Saigon Meat Processing Complex project is built on an area of 20 hectares. It is designed to process 1.4 million pigs per year, with total investment of VND 1,800 billion. In phase 1, the complex processes 155,000 tons of chilled meat products and meat processed from chilled meat.

MEATDeli Saigon processing line is supplied by Marel – the world's leading company in meat processing equipment from the Netherlands, and include an automation system with with 3 robots. The plant operation meets BRC - the world's leading Food Safety standard. It is HACCP certified and is directly operated, supervised and tested by experienced EU experts. MEATDeli chilled meat meets the National Standard (TCVN 12429:2018) on chilled Meat proposed by the Ministry of Agriculture and Rural Development and announced by the Ministry of Science and Technology. MEATDeli adopts “three-line” quality control according to the guidance of the Ministry of Agriculture and Rural Development and the Department of Food Safety - Ministry of Health, to ensure safety as our products reach consumers.

In phase 1, the complex aims to supply 140,000 tons of chilled meat per year and processed meat such as ham, sausage, pork floss, and others at 15,000 tons per year. In phase 2, the complex would expand the processed meat output to 25,000 tons per year, and introduce new products such as blood powder, blood plasma, collagen, bone and meat powder, etc. at a capacity of 14,000 tons per year.

3F VIET JOINT STOCK COMPANY

3F VIET Joint Stock Company was established on August 8, 2014. It is one of the first Vietnamese companies to implement FEED - FARM - FOOD model to realize the "from farm to fork" concept.

3F VIET mission is to "Create unique nutritional values from animal protein to improve the quality of life for the community." 3F VIET products have absolutely no antibiotic residues, no growth hormones, and ensure cleanliness and safety. 3F VIET products are also supplemented with nutrients that aid the body and brain development, including DHA, vitamins, Omega 3, 6, 9 and minerals.

MASAN MEATLIFE JOINT STOCK COMPANY

Masan MEATLife (“MML”) is Vietnam’s largest local feed-farm-food (3F) platform with an integrated supply chain to ensure traceable and hygienic branded meat products at affordable price points. From its origin as a leading animal feed company, where today its “Bio-Zeem” feed brand is a market leader known for its productivity, MML has since transformed into a branded consumer meat business, being the first in Vietnam to launch chilled meat products using European processing technology and standards under the “MEATDeli” brand.

With the end mission “MEATLife for a better life”, Masan MEATLife has a strong desire to provide delicious, safe and affordable meat products to million Vietnamese consumers.

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