

Masan Group's Corporate Profile

08/2024

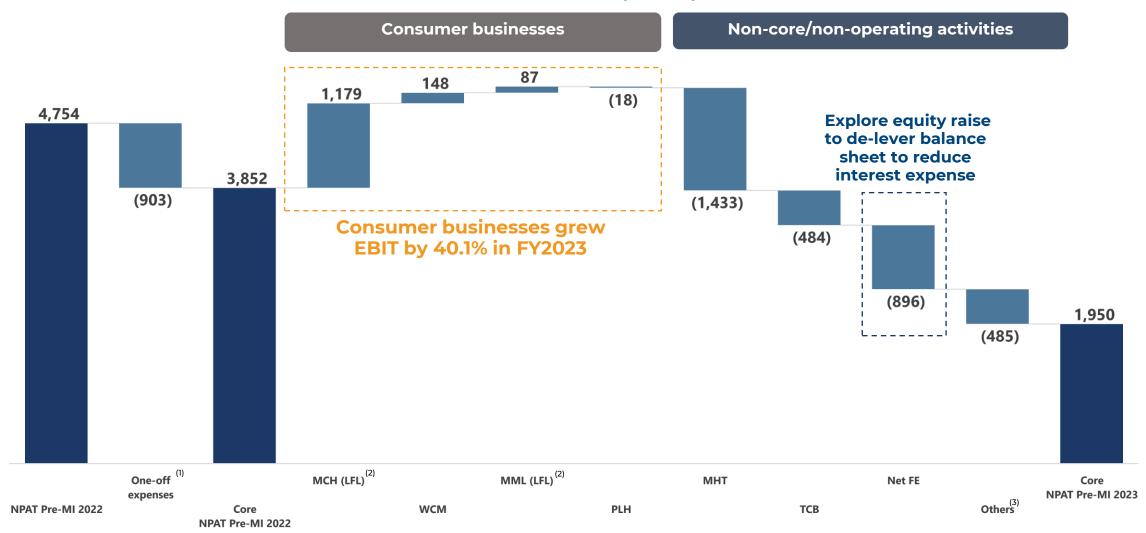


Our blueprint to generate best-in-class shareholder returns and create a leading consumer - tech ecosystem



FY2023 earnings were significantly impacted by non-core and non-operating activities...

NPAT Pre-MI (VND bn)





⁽¹⁾ One-off refers to profit gained from Phuc Long valuation uplift and De Heus transaction

⁽²⁾ LFL for MCH excludes the contribution of processed meat in MCH's revenue in 2022. LFL for MML include the contribution of processed meat segment in MML's revenue in 2022.

...which are being addressed by Masan's strategic blueprint to enhance shareholder value



We have shown early results in corporate actions and business operations...

Higher liquidity, deleveraging and reduction in non-core businesses exposure

2022 Syndicated Loan

2023 Syndicated Loan

2023 CDPS¹

2024 Sales of HCS

\$600 million » \$650 million » \$250 million » \$100+ million











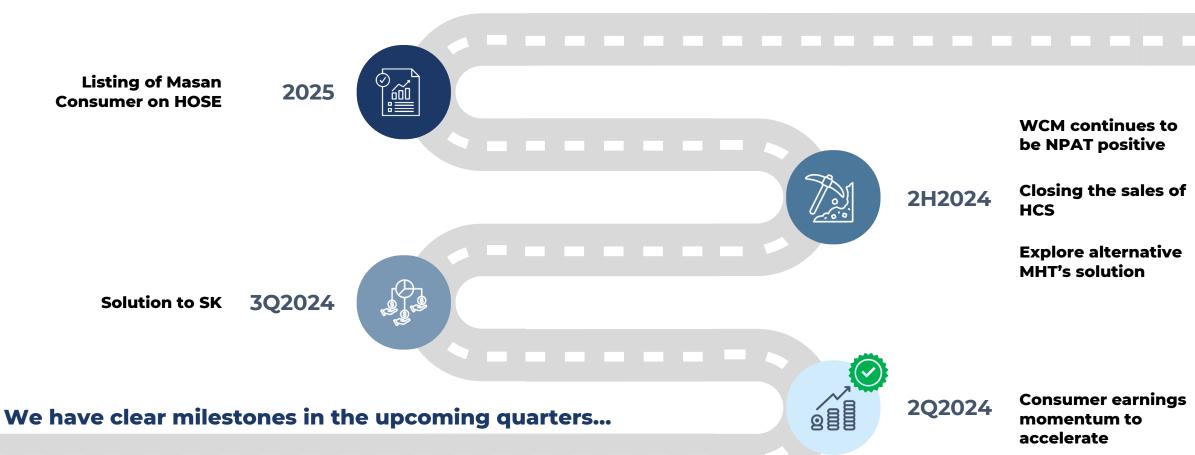


★MITSUBISHI MATERIALS

Improve earnings of consumer businesses and implement stringent capital spending

...which gave us the confidence in our next-12-month gameplan to create further long-term shareholder value

...to create shareholder value in the next 6 - 12 months





2024 Preliminary Guidance

		2024 Budgets					
(VND billion)	2023			Growth vs FY23			
		Base Case	High Case	Base Case	High Case		
Revenue	78,252	84,000	90,000	7%	15%		
The CrownX	57,684	63,000	68,000	9%	18%		
МСН	29,066	32,500	36,000	12%	24%		
WCM	30,054	32,500	34,000	8%	13%		
MML	6,984	7,100	7,800	2%	12%		
MHT	14,093	15,000	15,800	6%	12%		
PLH	1,535	1,790	2,170	17%	41%		
EBITDA	13,342	13,520	15,890	1%	19%		
EBITDA margin	17%	16%	18%	-6%	4%		
The CrownX	8,110	8,350	9,460	3%	17%		
МСН	7,431	7,670	8,470	3%	14%		
WCM	694	725	1,020	5%	47%		
MML	266	230	330	-14%	24%		
MHT	1,550	1,060	2,000	-32%	29%		
PLH	255	380	500	49%	96%		
Core NPAT Pre-MI	1,853	2,250	4,020	21%	117%		
Core NPAT Post-MI	402	1,000	2,000	149%	398%		



02

Masan's transformative journey to capture the hypergrowth of the consumer market in Vietnam



■ Vietnam presents a solid macroeconomic backdrop, with multifold growth story



Robust growth and income creation



Favorable, urbanizing demographics



Stable monetary policies



Expanding infrastructure networks



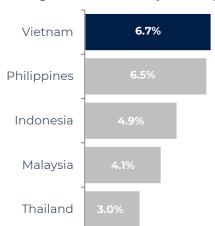
Global connectivity through trade



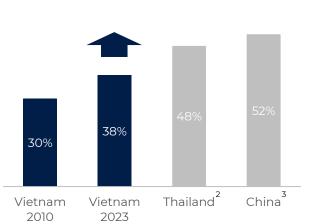
Net beneficiary of supply chain and geopolitical shifts

Vietnam is the fastest growing and urbanizing economy...

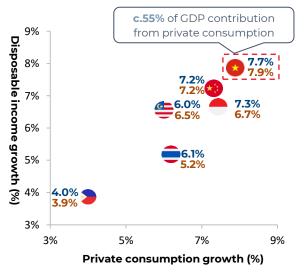
Average GDP Growth¹ (23E-27E)



Rapid urbanization



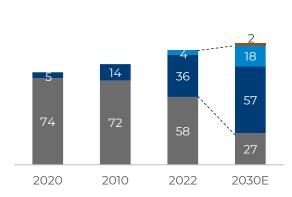
...with rising disposable income driven by expanding middle class...



XX Private consumption growth (2022 – 2040E CAGR, %)

XX Disposable income growth (2022 – 2040E CAGR, %)

Population by income group (mn)



- Higher consuming class (>\$70 per day)
- Established consuming class (>\$30-70 per day)
- Entering consuming class (>\$11-30 per day)
- Below consuming class (<\$11 per day)



■ Masan has all the components to be the leading consumer stock in Vietnam

TECHCOMBANK (*) MASAN JET SF VIET **W**inCommerce **Key Statistics** trustingsocial #1 #1 #1 #1 #1 #1 **Financial** Fast growing Branded fresh protein **FMCG** brand Modern retailer Tea chain solutions provider mobile network c.US\$4bn 3,600+ offline retail #1 chilled fresh meat 6mn consumer base 800,000+ registered 98% of Vietnamese #1 tea retail chain by households have at touchpoints brand store footprint users to date Capital raised least one Masan #2 processed meat 156 flagship retail 2mn loans issued product at home 8.5mn member base touchpoints brand monthly c.300,000 GT2 distribution #3 poultry meat 1 in 3 loans issued in 200 kiosks retail touchpoints - most Vietnam use Trusting touchpoints brand extensive in Vietnam c.US\$3.3bn Social's credit scoring 35% delivery Al & machine 6.000+ MT² Revenue 2023 learning-enabled touchpoints revenue

US\$568mn EBITDA 2023¹

US\$1.2bn Revenue 2023 US\$316mn

EBITDA 2023

US\$1.3bn Revenue 2023

US\$30mn
EBITDA 2023
US\$11mn
EBITDA 2023

US\$65mn Revenue 2023

US\$11mn EBITDA 2023 US\$1.5bn⁴
Operating income 2023

Launched in 4Q21



US\$297mn

Revenue 2023

■ Our journey through multiple phases of transformation with support from global institutions

Masan 1.0

Masan 2.0

Masan 3.0

Masan 4.0

2021 onwards

Unbranded Goods



Branded FMCG

Unbranded Protein



Branded, Traceable Products

General Trade



Point-of-Life Consumer Platform Serving 80% Consumer Wallet Across Omnichannel Touchpoints











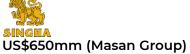




Consistently attracted High quality Capital with Significant Value creation

















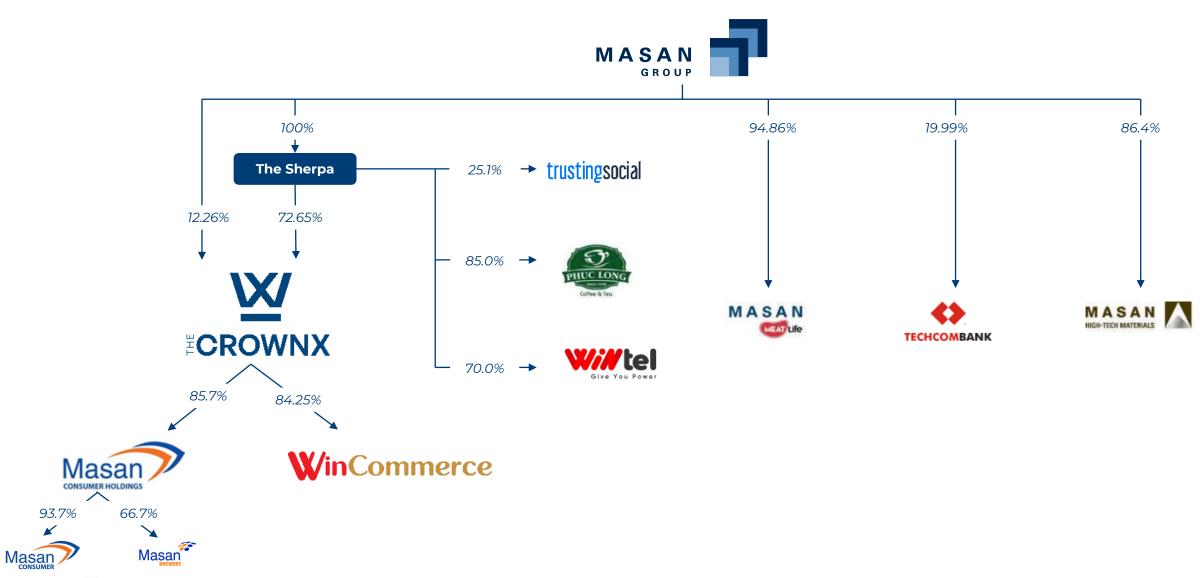






■ Corporate structure focusing on consumer-businesses

Consumer-focused businesses account for c.85% of consolidated revenue and EBITDA in 2023



A consumer portfolio enabled by common logistics and technology platforms...











SUPPORTED BY STRONG CAPABILITIES AND TECHNOLOGY



LOGISTICS AND FULFILLMENT



AI AND
MACHINE LEARNING



PHYSICAL AND TECHNOLOGY INFRASTRUCTURE



TALENT AND ORGANIZATION



...and experienced management team...

Experienced founder and management team at Masan Group managing strategy, capital allocation, and risk management...



Dr. Nguyen Dang Quang Chairman of Masan Group

- · Founder and played crucial role since inception
- Driven company's transformation, making Masan Group a leading conglomerate with 50+ subsidiaries



Mr. Danny Le CEO of Masan Group

- Joined in 2010 and leads strategy, helping drive group's transformational transactions and initiatives
- Prior to Masan, worked at Morgan Stanley IB division (New York)



Mr. Michael H. Nguyen Deputy CEO of Masan Group

- Built company's transaction and business execution platform to support growth in new sectors
- Prior to Masan, built out J.P. Morgan's Vietnam IB execution team



Ms. Doan Thi My Duyen CFO of Masan Group

- Associated for 12+ years. Leads strategic financial projects
- Board member at Masan MeatLife, PROCONCO, Masan High-Tech and Masan Consumer



Mr. Rahul Bhandari CTO of Masan Group

- · Leads technology and information strategy for various sectors
- Previously led data strategies and development at HappyFresh, Asia Miles of Cathav Pacific. Fuiltsu and PwC



Ms. Nguyen Tam Thanh CHRO of Masan Group

- Leads talent management and development
- Previously with MNCs like IKEA and Cargill for 14+ years, leading HR strategies and solutions

...with strong operational leaders to spearhead the subsidiaries



Mr. Truong Cong Thang Chairman & CEO of TCX: CEO Masan Consumer

- BOD member / CEO of Masan Consumer / WinCommerce
- · 20+ years of experience in FMCG, transformed Masan Consumer from FMCG commodity model to strong Vietnamese brands building model







Ms. Nguyen Thi Phuona

CEO of WinCommerce

- Drove WCM to profitability and become best retail brand in Vietnam
- 22+ years of leadership at firms like Central Retail Vietnam, Big C Vietnam, Metro Cash & Cary

WinCommerce



Mr. Nguyen Quoc Trung

CFO of Masan MFATI ife

- Mr. Trung serves as the CEO of MEATLife and CEO cum Chairman of 3F Viet
- He was previously a senior executive at Japfa Vietnam

MASAN



Ms. Joanne Lee

CEO of Phuc Long Heritage

- Drives Phuc Long Heritage's growth and strength
- 20+ years of F&B industry expertise in at renowned brands like Krispy Kreme, Baskin Robbins, Gong Cha



Mr. Craig Richard Bradshaw

CEO of Masan High-tech Materials

 25+ years of leadership experience in mining industry, in mining and processing, logistics, sales & marketing in Australia, Thailand, and Laos

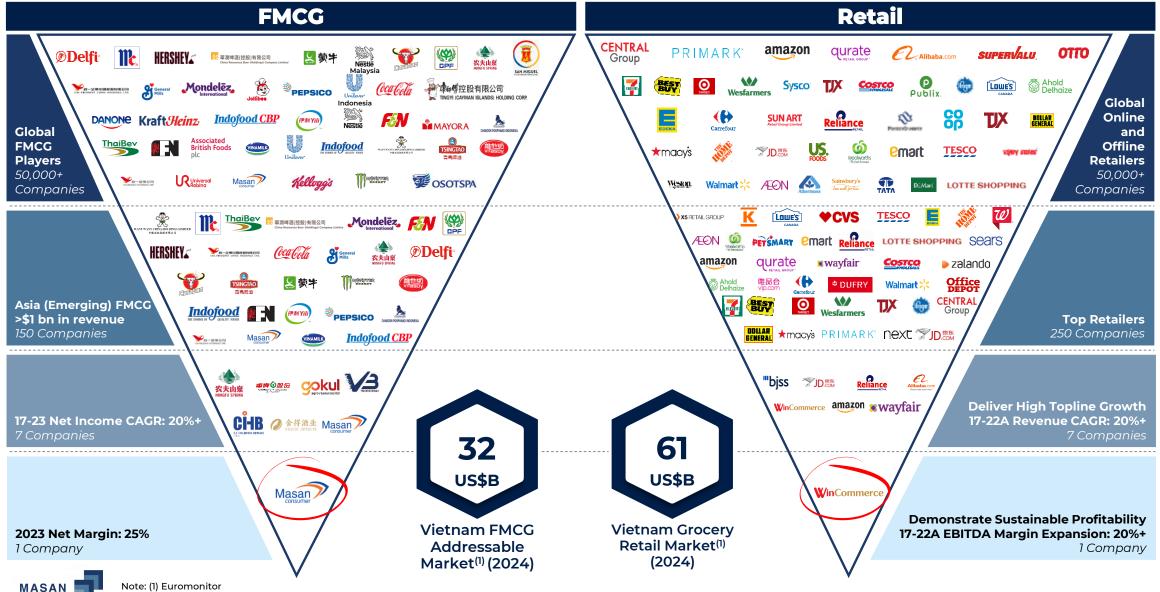








■ ...with the **crowned** jewels targeting the \$90-billion FMCG and grocery retail markets in Vietnam



03

Masan's leading consumer businesses and the quest to serve the big unmet needs of Vietnamese consumers





National FMCG champion with long-term growth trajectory in both local and global markets





■ Masan Consumer Holdings: A national champion growing at 2.6x the market's pace... Revenue (US\$mm)

#1 Leading FMCG brands

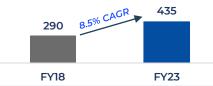
US\$1.24bn Revenue 2023

US\$555mm Gross profit 2023

EBITDA 2023 c.26% margin











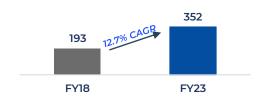


#1 fish sauce. chili sauce, and sov sauce brand













Well-loved. premium instant noodles



c.45% margin



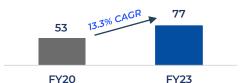






Popular instant coffees, energy drinks and more









Trusted laundry detergents and shower gels











I ... driven by a unique combination of competitive advantages to accelerate its growth while enhancing its profitability

6 Core competitive advantages

Experienced in building nationally recognized brands, surpassing even those from international players



Leading R&D capabilities with short time-to-market and enhanced success rate



Extensive and localized distribution network penetrates into every neighborhood, creating high barrier of entry

4



State-of-the-art manufacturing facilities that are present nationwide

5



Investment into technology to digitalize operation and obtain proprietary insights

6



Development of new channels to future-proof the business and sustain long-term growths



1. MCH was able to build nationally recognized brands, surpassing even those from international players

Masan is among the top brand consumer brand owners in both 4 major cities¹ and rural areas of Vietnam, especially in CPG...

Top brand owners in rural areas



#1

In Rural areas

#3

In 4 major cities

Top CPG brands in 4 major cities









Top CPG brands in rural areas





#3



#5



thanks to a series of winning campaigns Chin-su: Delicious until the last drop



Nam Ngư: Fish sauce for health



Omachi: Potato-noodles, delicious but not hot inside



■ 2. MCH's brand building is supported by leading R&D capabilities, invigorating organic growth with internal innovation & JV partnership

Winning brands have been developed by internal R&D as well as co-developed with international partners through joint ventures





2011



2014

Co-developed with Jiniu Ham⁽¹⁾ LA'PETAI

2017

2020

2022

...driven by localized R&D team with high-speed go-to-market operation...

Heavily investing in R&D for new products with innovation cycle (4-12 months) comparable to international players



In Product **Innovation Cycle**

9-12 months

In Strategic **Innovation Cycle**

50+ innovation

Launched per year

135 scientists

With diversified background

17 lab & pilot

Facilities

Consumer Innovation Center ("CIC") and Consumer-in-Love ("CIL"):





Identify consumer's future big unmet needs



Discuss directly with consumers for insights



Engage consumers to codevelop new ideas

...accelerating 2023 innovation



Ready-to-drink Tea products



Sugar reduced flavored energy drinks



Self-heated products



Localized portfolio of rice-based products



Organic home & personal care products

2. Consumer Innovation Center: Consumer insight acquisition in simulated environment and co-creation activities

Simulated experience to obtain more insights













Co-creation activities with consumers









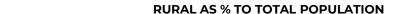


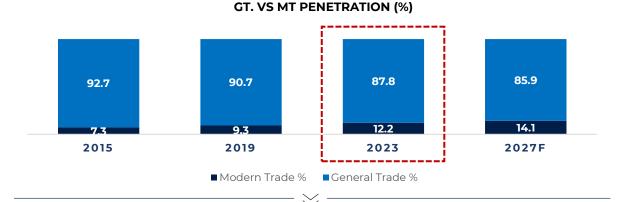


3. Extensive and localized distribution network penetrates deeply into every neighborhood, creating high barrier to entry

Vietnam's grocery market is still run by small retailers ("GT")...

...and the majority of the population still resides in rural areas











- Small retailers ("general trade" or "GT" have low shelf space and limited working capital
- The limited SKU selection at small retailers presents significant barrier for new brands to enter the shelf





- Rural areas have underdeveloped logistics and supply chain, limiting exposure to a variety of products/services
- Distribution and logistics are dissimilar across the provinces



Providing next-day delivery and after-sales support for small retailers through



250+ Exclusive distributors



~340k+ GT PoS



4. State-of-the-art manufacturing facilities across the country, facilitating more efficient logistics and supply chain

20 state-of-the-art facilities for different product lines













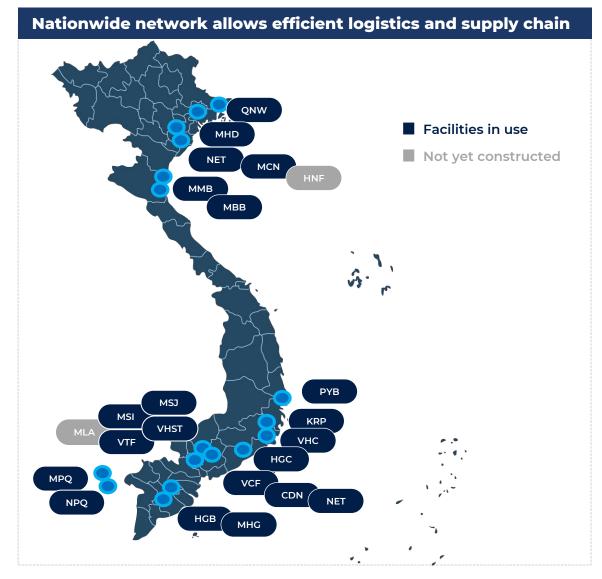
10

Beverage Factories

Food Factories

3

Beer Factories





5. Investment in technology to digitalize operations and obtain proprietary insights

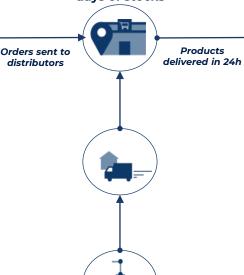
The DMS⁽¹⁾ enables efficient product tracking enabling quick innovation and market leadership through real time retail data...

DMS Records Orders



- Salesman meets 200 retailers/week
- Salesman records the order on the DMS on their tablet

Distributors hold <15 days of stocks



DMS Records Sell-Out



- Sell-out from distributors to retailers will be recorded on DMS
- DMS to calculate stock level at distributors

... with the integration of consumer insights from WIN membership



Unified solution for Masan stay customer ready

Digitalize
 Masan Consumer



Synergy
 WinLife Ecosystem



 Connection with Brands – Retailers - Consumers



Smart Budget Management:
 Better efficiency, More profitability



Personalization Platform:
 Ads Platform, Consumer Insights,
 End-2-End Go-to-market Platform



Loyalty Orchestration

Campaign Orchestration



Stock Level



 Stock level data at distributors improve the demand planning and production planning in order to reduce missed revenue or inventory losses

Sell Out



 Sell out from distributors provides more visibility of market demand and productivity of each distributor, salesman, and region

Innovation Success



 Detailed data of repurchase of new products for each launch campaign and new products allows MCH to monitor new product success rate



Key Enablers:

- Actionable & predictive Behavioral targeting insights
- Segmentation
- Lookalike acquisitions
- Personalization
- Analytics



■ 6. Future-proof the business with new channels, taking more share at modern trade, e-commerce, and aiming to "Go Global"

Penetrate into 6,000+ MT outlets across the country

























"Go Global" demonstrated positive results with Chin-su brand







Chin-su chili sauce is among top 8 Best Sellers on Amazon



More investments into digital channels to launch innovation and accelerate growth



Joins' viral video with 4.2 million views within 10 days



BỘT GIẶT JOINS 2 TRONG 1 HOÀN TOÀN
MỚI | GIẶT & XẢ TẤT CẢ TRONG 1 | KHÔNG...
9.8M views - 3 months ago

🧀 Joins 2 tro

Bột giật Joins 2 trong 1 hoàn toàn mới với sự cải tiến toàn điện: - SẠCH SÂU VÀ DƯỚNG VÁI BỀN LÂU HƠN nhờ công thức bố ... Self-heated hotpot on Lazada





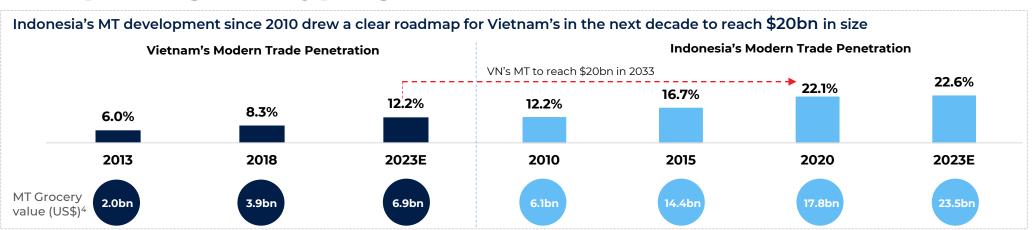


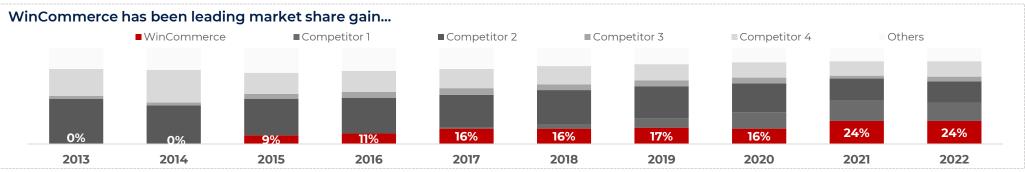
Accelerate and consolidate modern trade market in Vietnam





■ WinCommerce – the leader focusing on minimarts capturing the hypergrowth of MT market





with strong focus on minimarts							
	Supermarkets & Hypermarkets		Minimarts		Convenience stores		
Players	CO.Opmart	CENTRAL RETAIL	WinCommerce	Bách hóa XANH .com	CIRCLE ()	GS25	
Provinces	44	42	62	15	16	06	
# of stores (2023)	130 ⁽¹⁾	80	3,633	1,698	454	241	











■ WinCommerce has the pieces in place to win Vietnam





Vietnam's only national wide retailer in position to consolidate retail

2



Scalable store formats to serve Urban and Rural consumers

3



4



Consumer insights and engagement platform through WinMembership

Owned logistics platform to drive efficiencies from warehouse to stores





Customized and localized assortments for different consumer segments





Strategic and trusted partner to owned, national and international brands





Technology is the core that enhances retail capabilities





Significant upside beyond modern retail

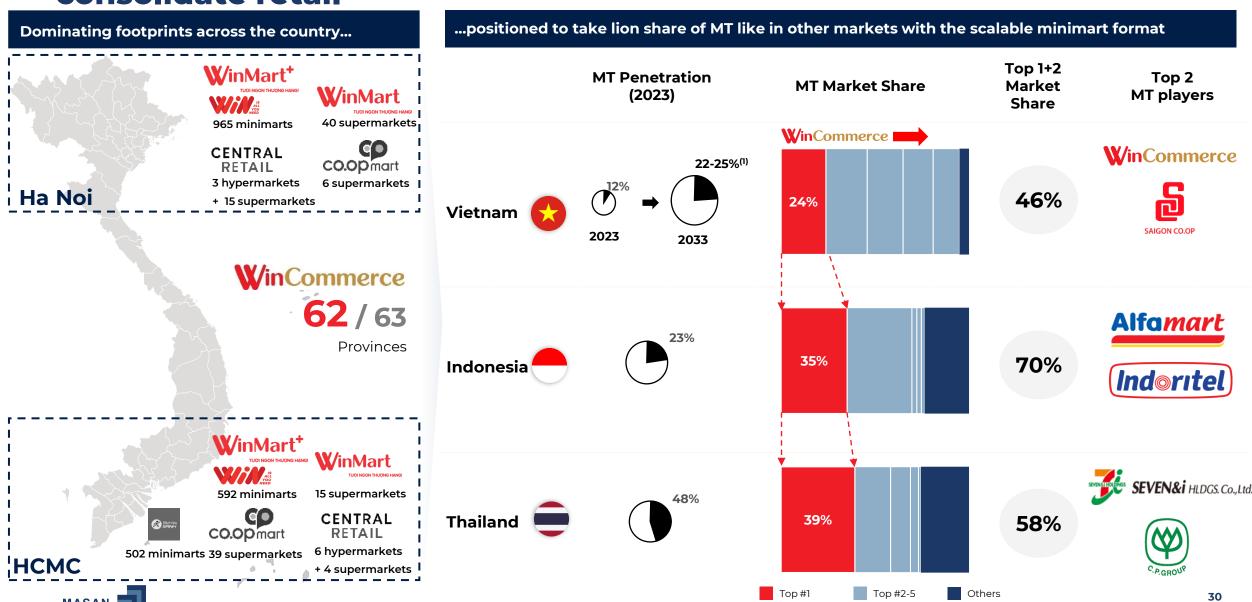




Strong operational team backed by Masan Group's management



1. WinCommerce - Vietnam's leading nationwide retailer to consolidate retail



■ 2. Scalable store formats to consolidate market share in both Urban and Rural areas

and R	urai areas	Minimart (Daily Shopping)			market (Shopping)
	WIN (Urban)	Traditional WinMart+	WinMart+ (Rural)	Standard	Premium
Concept	IS ALL YOU NEED	WinMart ⁺ TUCI NGON THUONG HANGE	W inMart ⁺	WinMart TUOI NGON THUONG HANG!	WinMart TUDI NGON THUONG HANG!
Picture		WinMart* Description of the second of the s	WinMart ⁺	Marks 1	Worker War
No. of Stores (2023)	425	1,886	1,190	132	Piloted in 2023
Value Proposition	One-stop shop for daily needs, addressing 80% of consumer wallet share High quality fresh produce	Grocery in urban areas	Grocery in rural areas, with limited fresh offerings; focused on value for money FMCG	Spacious, leisurely shopping experience	Immersive shopping for middle to high-income consumers
Size (m²)	c.150-200	c.80-120	c.100	c.1,500-2,000	<1,000
Area	Urban	Urban + Suburban	Sub Urban + Rural	Popular Urban	Selected Urban
Store EBITDA margin (2023)	5.8%	5.5%	4.7%	3.0%	
LFL growth ¹ (YTD Mar 20th)	+8.0%	+3.1% /inMart+ to be renovated into	+9.9%	+4.9%	

3. Consumer insights and engagement platform through WIN Membership (1/2) ...

The centrepiece of Masan's consumer-tech platform connecting all our brands and services



WIN Membership



Digitalize 100mn



Driving consumer tech

Personalize at scale to win loyalty → consolidating 80% consumer wallet



Driving targeted marketing

Powerful targeted advertising platform → connecting brands, touchpoints and consumers



High Frequency Low Acquisition Program | ZERO customer acquisition cost

8mn

36%

4.0x

55% of sales



By the end of 2023

Members are monthly active1

Monthly frequency²

Membership contribution to Total WinCommerce revenue³

New Techcombank accounts opened; WCM receiving payment of 5-15 USD per account



Demonstrated loyalty amongst members

1.4x

Members' AOV to Non-Members

1.7x

Member's AOV using T-Pay vs. Member not using T-pay

+20%

Monthly total spending per member⁴

Targeting 30mn loyal



members by 2025



3. ...demonstrating initial commercial successes and a clear blueprint for future schemes to engage with consumers (2/2)

Revenue uplift for Masan's products

33%



revenue per WCM's outlet¹

06X



YoY revenue growth (MCH's detergent)

Financial gateway for Vietnamese consumers

+1 million bank account opened in 2023

\$6 million in distribution fees

Future ads platform: Successful pilot improving brand's ROI

50% decrease in marketing expenses to acquire new customers

~2X revenue uplift for brands after the program

Future schemes to launch for membership program



Earn Points

- Member can accrue points for their spendings
- Points not for cash redemption



Tiering by Spending

- Diamond
- Gold
- Silver



Get Rewards

- Financial offers: Always-on rewards (discount by tiers) and occasional brand rewards (product discount, brand voucher, BOGO, etc.)
- Emotional offers: Priority to buy new products; Priority for event; Birthday programs; etc.



4. Improve logistics and supply chain efficiency through end-to-end supply chain transformation and machine-learning-driven demand forecasting

End-to-end supply chain transformation

Supply chain intelligence

End-to-end supply chain visibility and insights

Strategic architecture

- · Supply chain operating model
- Supply chain network optimization

Integrated operational excellence

- Supply chain digital planning & synchronization
- Demand planning & forecasting
- Product & portfolio management
- Supply side optimization
- Digital fulfillment & logistics

Supply chain agility and resilience

- Build supply chain risk intelligence, optimization, and sustainability
- Be agile to adapt to market changes quickly and efficiently



9-9



Workforce for future



Key Enablers

Financially efficient supply chain



Advanced analytics, AI, Big data and machine learning



Autonomous supply chain visibility – Control Tower, automation, robotics

Automated Demand Forecasting using Machine Learning



400+ Scenarios iterated based on:



Target service level (for low vs. fast moving SKUs)



Sales variance



Order quantity over MHT roundoff



· Upper and lower inventory limits



90%+



Forecast accuracy

Inventory availability (DR) for Core products

Reduction in Inventory day (DIO)







5. Increasing customized and refined assortments for different consumer segments, supported by technology and AI/Machine Learning capabilities

Core 1	Core 2 - Regional	Core 3 – Customized for store characteristics			
NATIONWIDE SKUs Available at all stores	NORTHERN	Customer Profile	Store size	Others	СС
	CENTRAL	Customer Profile	Store size	Others	Others Customized by
	SOUTHERN	Customer Profile	Store size	Others	ers by stores
	WESTERN	Customer Profile	Store size	Others	•

13,000+ SKUs to be customized for stores & weekly demand to be forecasted by AI at 90% accuracy



■ 6. Strategic and trusted partner to national and international brands

Strategic and Trusted Partners































Banking **Partners**











Owned Brands (13% revenue)



Global Brands



Private Labels (4% revenue)

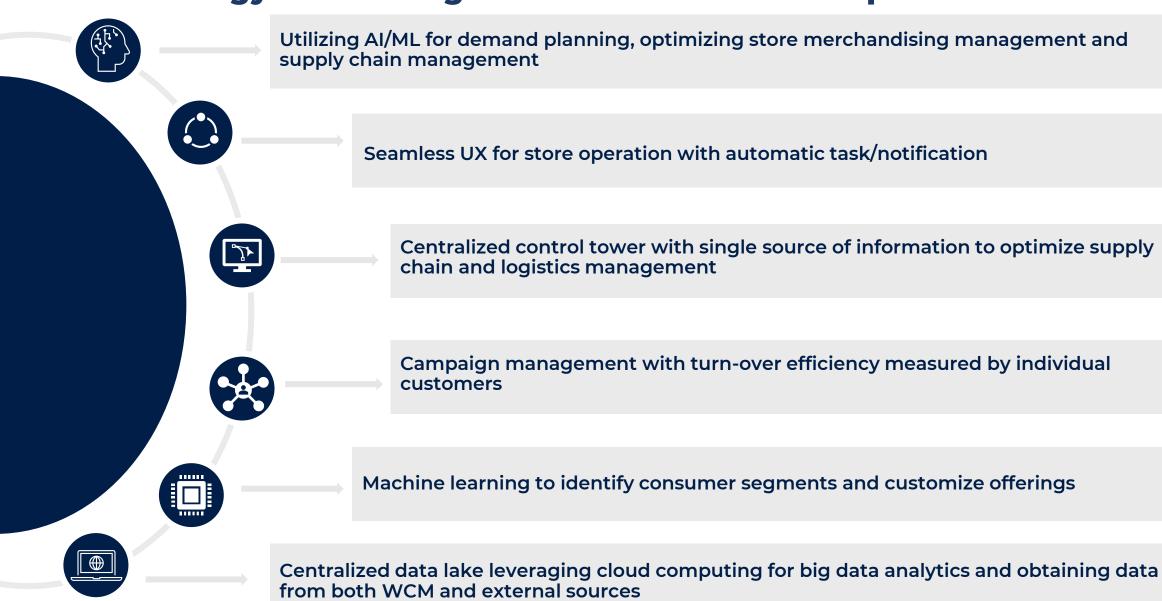




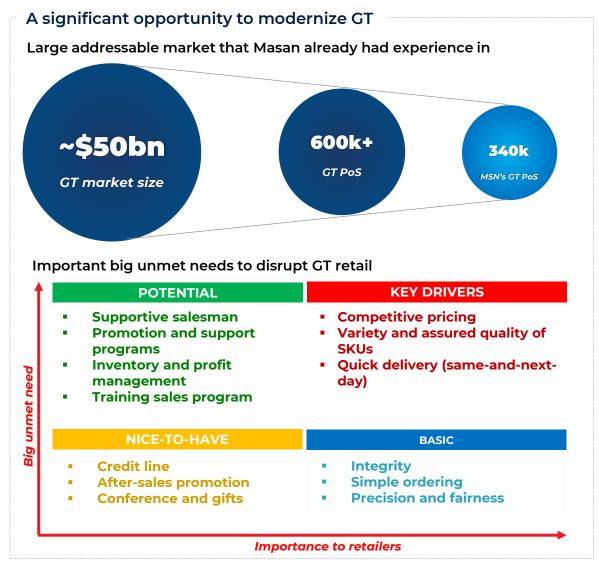




7. Technology and intelligence at the core of our operation



■ 8. Significant upside: Modernize general trade ("GT") market in Vietnam – still ~90% of grocery retail







Masan is also incubating new drivers for future growth in consumer business





■ Masan MEATLife ("MML")

M A S A N

#1 branded integrated protein platform in Vietnam









Market Leadership

Production Capacity

Distribution Network

Financial Highlights

#1

Chilled fresh meat brand in Vietnam



Pioneer of branded fresh meat in Vietnam



2.8mm heads/year pork slaughter facility



c.4,000 MT POS



Minimal additional Capex requirement

60+

Provinces across Vietnam



Top 2 processed meat brand & 51% market share in sterilized sausage¹



70k tons pork / 26k tons poultry processing capacity



c.300,000 GT POS



Positive EBITDA margin

US\$297mm

Revenue 2023

100k+ tons

Meat processing capacity



Top 3 player in poultry meat market



61mm chicken heads/year slaughtering facility



Extensive coverage on other channels: HoReCa and food service



Significant room for topline and margin growth

Leading, branded, and traceable protein brand with upside from industry consolidation



■ Phuc Long Heritage JSC ("Phuc Long")



The only tea company of scale in Vietnam known for its unique high-quality, bold-taste tea drinks

Deep brand heritage

55+ years of heritage

 Founded in 1968 and loved by Vietnamese consumers - a top-ofmind brand for young customers

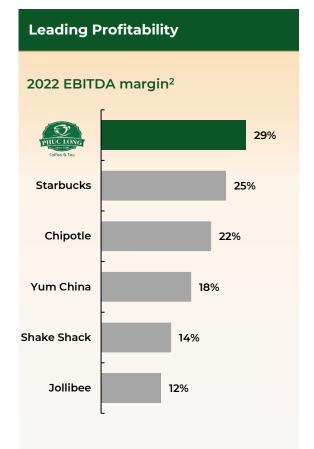
Indisputable quality

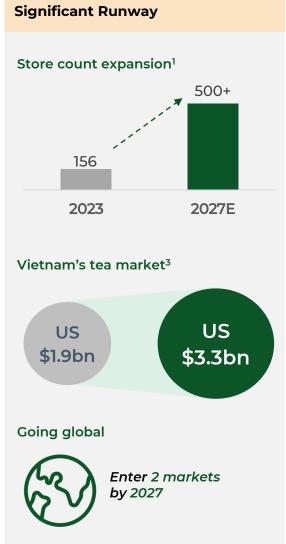
 Focus on high quality ingredients and brewing methods

Novel, exciting offerings









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