

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: 10222/2026/CV-MSC
No: /

Tp. Hồ Chí Minh, ngày 22 tháng 10 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 3/2026 so với cùng kỳ năm trước

Explanation of fluctuations in profit after tax for 3Q2026 compared to the same period.

3. Thông tin này đã được công bố trên trang thông tin điện tử của công ty vào ngày 22/10/2026 tại đường dẫn <https://masanconsumer.com/> This information was published on the company's website on 22 October 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 3/2026 so với cùng kỳ năm trước / *Explanation of fluctuations in profit after tax for 3Q2026 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)



Đỗ Thị Hoàng Yến

MASAN CONSUMER CORPORATIONNo.: 157./2026/CV-MSC

*Re: Explanation of fluctuations in profit after
tax for Q3/2026 compared to the same period
last year*

SOCIALIST REPUBLIC OF VIETNAM

Independence – Freedom – Happiness

Ho Chi Minh City, **22 -10- 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 Q3/2026 compared to Q3/2025.

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 Q3/2026 compared to Q3/2025 as follows:

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

No	Indicator (Consolidated financial statement)	Q3/2026	Q3/2025	Variance	
		(VND)	(VND)	Change (VND)	% increase/ (decrease)
		[1]	[2]	[3] = [1] – [2]	[4] = [3]/ [2]
1	Net revenue	8,743,079,490,725	7,516,547,767,123	1,226,531,723,602	16%
2	Gross margin	3,968,562,247,671	3,429,875,994,855	538,686,252,816	16%
3	Net financial income/(expense)	209,304,673,206	129,111,858,223	80,192,814,983	62%
4	Share of profit or loss in associates	25,607,400,000	22,324,400,000	3,283,000,000	15%
5	Selling expenses	1,697,522,431,537	1,389,700,575,665	307,821,855,872	22%
6	General and administrative expenses	234,254,508,850	240,170,814,804	(5,916,305,954)	-2%
7	Net consolidated profit after tax	1,937,998,093,967	1,698,243,201,146	239,754,892,821	14%

The net profit after tax (on consolidated basis) for the 3rd Quarter of 2026 increased by 14% compared to the corresponding period last year primarily driven by the following factors:



- Net revenue grew by 16% compared to the same period last year, primarily driven by growth in seasonings, convenience foods and beverages; and
- Net financial income increased by 62% 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 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)	Q3/2026	Q3/2025	Variance	
		(VND)	(VND)	Change (VND)	% increase/ (decrease)
		[1]	[2]	[3] = [1] – [2]	[4] = [3]/ [2]
1	Net revenue	8,497,452,124,920	7,306,323,526,706	1,191,128,598,214	16%
2	Gross margin	2,303,477,188,713	1,855,965,839,847	447,511,348,866	24%
3	Net financial income/(expense)	190,985,856,187	86,164,450,897	104,821,405,290	122%
4	Selling expenses	1,651,297,375,997	1,332,882,751,465	318,414,624,532	24%
5	General and administrative expenses	156,649,517,959	158,432,557,929	(1,783,039,970)	-1%
6	Net separate profit after tax	549,154,828,638	362,519,763,951	186,635,064,687	51%

The Company's separate profit after tax for the 3rd Quarter of 2026 increased by 51% compared to the corresponding period last year primarily driven by the following factors:

- Net revenue grew by 16% 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 122% compared to the corresponding period last year, primarily due to an increase in income from trading securities and other investment activities.

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- The operating expenses comprise of the selling 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



TRƯƠNG CONG THANG

