

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

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Tp. Hồ Chí Minh, ngày 22 tháng 10 năm 2026
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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:

- Thông cáo báo chí về kết quả kinh doanh quý 3/2026
Immediate release on business result of 3Q2026.

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:

- Thông cáo báo chí về kết quả kinh doanh quý 3/2026 / Immediate release on business result of 3Q2026

Đại diện tổ chức
Organization representative
Người UQ CBT

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

GROUP

FOR IMMEDIATE RELEASE



Revenue Growth Accelerates to 16% in 3Q, Fastest Pace in Three Years

Ho Chi Minh City, 22 October 2026 – Masan Consumer Corporation (HOSE: MCH, or "the Company") today published its unaudited management accounts for the third quarter ("3Q2026", "3Q") and nine months of 2026 ("9M2026", "9M").

3Q2026 and 9M2026 Key Highlights:

- **Accelerating growth:** MCH's revenue grew 16.3% YoY in 3Q2026, **the fastest quarterly growth in three years** and up from 14.2% in 2Q2026, taking 9M2026 growth to 14.6% YoY – tracking the high end of full-year revenue guidance (11%–15%).
 - Growth was balanced between volume and price/mix: price increases taken in early 2Q2026 lifted average selling prices by ~4%–5%, and volumes have recovered from the post-pricing softness.
- Gross margins held broadly stable YoY in 3Q2026 and 9M2026, as scale efficiencies, cost savings and pricing offset commodity inflation. With input costs still elevated, MCH raised prices selectively on Bottled Beverages and Convenience Foods SKUs in early 4Q2026.
- Earnings before interest and taxes ("EBIT") grew 13.2% YoY in 3Q2026, trailing revenue as logistics costs rose to 4.0% of revenue from 3.3% a year earlier on higher freight and fixed distribution costs – though the ratio eased ~40 bps from 2Q2026.
 - Sales and marketing expenses remained broadly flat as a percentage of revenue, sustaining brand investment behind growth.
- Net profit after tax before minority interests ("NPAT Pre-MI") grew 14.1% YoY in 3Q2026, at a net margin of 22.2%. Earnings grew faster than EBIT, as higher net financial income more than offset a rise in the effective tax rate to ~14.6% from ~12.8%.
 - 9M2026 NPAT Pre-MI grew 12.1% YoY, at a net margin of 21.4%. Earnings per share on a like-for-like basis (adjusted for the rights issue and bonus share issuance) in 9M2026 reached VND3,985 per share, up 12.4% YoY.
- **Dividend payout:** MCH paid an interim FY2026 dividend of VND2,000 per share (~VND2,600 billion) in 3Q2026, toward the AGM-approved FY2026 payout of up to VND5,000 per share.
- In October 2026, Masan Group registered to acquire 73 million MCH shares (~5.6% of outstanding shares), raising its ownership from ~69.4% to ~74.9%. Masan Group is buying as a permanent owner, a clear signal of its conviction in MCH's long-term growth.
 - **Free float and institutional ownership:** Masan Group's purchase does not change the 20% free-float ratio HOSE currently applies to MCH for index calculation purposes. It advances MCH's plan to increase trading liquidity and broaden its base of long-term institutional and strategic investors through future expansion of the free float to ~25%, while maintaining Masan Group's holding.
 - **Global index inclusion:** MCH's addition to the VN30 Index in July 2026 and FTSE's upgrade of Vietnam from Frontier to Secondary Emerging Market status – phasing in from September 2026 to September 2027 – support this objective.

Business Commentary:

3Q2026 revenue reached VND8,743 billion, up 16.3% YoY and accelerating from 14.2% in 2Q2026, as durable underlying demand continues to compound through MCH's brand investments.

- Nine-month revenue reached VND24,380 billion, up 14.6% YoY. With 9M growth tracking the high case, MCH is confident of delivering its FY2026 revenue guidance of VND33,800–35,000 billion (11%–15% YoY growth).

MCH's growth model: a retail engine that deepens distribution reach and a brand engine that strengthens consumer pull — a repeatable formula for medium-term growth. 3Q2026 showed both at work.

Pillar 1 — The retail engine: from breadth to depth

General Trade growth accelerated to 17.3% YoY in 3Q2026 from 10.6% in 2Q2026, building on the recovery that began in 1Q2026 and confirming that the 2025 General Trade transformation — a deliberate near-term sacrifice for medium-term growth — is now starting to pay dividends. The shift from breadth to depth, initiated in 2Q2026, is adding to this momentum.

- Coverage: The active selling outlet ("ASO") base held at ~460,000, as the priority moved from adding outlets to raising productivity per outlet.
- Depth: SKUs per outlet rose to ~6.1 from ~5.8 in 2Q2026, and ~57,000 outlets now sell more than six categories, up from ~43,000.
- Direct-to-outlet distribution: With Retail Supreme, innovations and premium SKUs are reaching more of MCH's outlets, where brand investment can now be paired with in-store visibility to drive conversion. CHIN-SU, Nam Ngur and Omachi have been the clearest beneficiaries.
- Channel health: Retail Supreme's outlet-level sell-out data also keeps sell-in aligned with consumer off-take — distributor stock days were maintained at MCH's policy level of 16–17 days throughout the year, confirming high-quality growth driven by healthy consumer demand.

Modern Trade and HORECA grew 13.4% and 13.3% respectively, while E-commerce rose 59.9% 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 recovery, and new sources of growth.

▪ Premiumization: Convenience Foods and CHIN-SU

- Convenience Foods grew 19.3% YoY, with growth balanced between volume and price/mix. Premiumization is accelerating, with premium portfolio growth stepping up to the high-twenties YoY in 3Q2026 from the high-teens in 2Q2026. The category has gained an estimated ~2 ppt of value market share¹ since the start of 2026.
- CHIN-SU grew high-single-digit YoY on mid-single-digit volume growth, moderating from ~27% in 2Q2026. 9M2026 growth reached the mid-teens YoY, keeping the brand on track for mid-teens growth in FY2026.
 - MCH is focusing on driving profitability in Granules, which weighed on overall brand growth, while CHIN-SU's growth categories — chili sauce, premium fish sauce and compound seasonings — grew at a mid-teens rate or higher in 9M2026. With Granules profitability improving, MCH will evaluate returning the category to growth from 2027.
 - Chili sauce — roughly half of brand revenue — has gained an estimated ~1 ppt of market share¹ since the start of 2026.

¹ Management estimate based on actual Nielsen data as of 1H2026 and sales run-rate in 3Q2026.

- **Share gain and recovery: Nam Ngu and Bottled Beverages**
 - Nam Ngu continued its 2Q2026 momentum in winning back share lost during the 2025 General Trade transformation — anchoring Seasonings growth this quarter with high-teens volume growth. Market share¹ is estimated to have recovered to ~66%–67%, within 1–2 ppt of the FY2024 level of ~68%–69%.
 - Share recovery has been a near-term priority; premiumization remains Nam Ngu's structural growth driver. With market share nearly restored, MCH is refocusing on trading consumers up from economy to mass and premium fish sauce, which should shift growth increasingly toward price/mix and support mid-to-high-single-digit growth over the medium term.
 - Bottled Beverages grew 14.0% YoY on mid-single-digit volume growth, building on the inflection seen in 2Q2026.
 - Wake-Up 247 remains the core volume driver, growing at a high-single-digit rate, mainly on volume, and underpinning the category base.
 - Beyond energy drinks, MCH sees broader growth opportunities in adjacent beverage segments, particularly as consumers move toward healthier options, with innovation increasingly focused on these segments.
 - BUPNON grew approximately 50% YoY after its August relaunch with a new formulation, new packaging and in-house manufacturing. Early results and market feedback are encouraging, but it is still early; MCH will track repeat purchases over the coming quarters before drawing conclusions on the brand's sustained contribution to growth.
- **New sources of growth: Chanté and Global Business**
 - Chanté, roughly half of the HPC portfolio, held revenue broadly flat YoY in 3Q2026 as MCH dialed back price investment amid higher petrochemical-linked input costs. Volumes in General Trade, its core channel, still delivered healthy growth YoY and QoQ, offset by softer other channels; 9M2026 revenue was up high-teens.
 - Despite this near-term pullback, MCH remains focused on driving volume and share gains for Chanté, with a meaningful EBIT contribution expected over the medium term.
 - Global Business grew 10.6% YoY in 3Q2026, moderating from ~24% in 2Q2026 against a higher base in Cambodia. MCH has built its on-the-ground operating model there and is now refining its plans for other markets. 9M2026 growth remained in the mid-teens YoY.

Revenue by category:

(VND billion)	3Q2026	3Q2025	Growth	9M2026	9M2025	Growth
Seasonings	2,919	2,457	18.8%	8,380	7,119	17.7%
Convenience Foods	2,940	2,464	19.3%	7,566	6,637	14.0%
Bottled Beverages	1,446	1,269	14.0%	3,916	3,577	9.5%
Home & Personal Care ("HPC") and Other Categories ²	978	895	9.3%	3,096	2,665	16.2%
Global Business	397	359	10.6%	1,235	1,075	15.0%
Others	63	74	-14.0%	188	209	-9.9%
Total	8,743	7,517	16.3%	24,380	21,281	14.6%

2026 Progress Tracker:

% Growth	9M2026	Base-case	High-case	Status
Revenue	15%	11%	15%	On target
EBIT	13%	9%	14%	On target
NPAT Pre-MI	12%	10%	15%	On target

² Other Categories include Coffee and other categories each accounting for less than 5% of total revenue.

3Q2026 and 9M2026 Consolidated Financial Highlights

Income Statement Highlights

VND billion	3Q2026	3Q2025	Growth	9M2026	9M2025	Growth
Net Revenue	8,743	7,517	16.3%	24,380	21,281	14.6%
Gross Profit	3,969	3,430	15.7%	11,118	9,699	14.6%
EBIT	2,062	1,822	13.2%	5,584	4,965	12.5%
Net Financial Income/(Expense)	209	129	62.1%	520	371	39.9%
Financial Income	364	269	35.3%	1,018	794	28.2%
Financial Expense	155	140	10.6%	498	423	17.9%
Other Income/(Expenses)	(2)	(3)	n.m.	(5)	(5)	n.m.
Corporate Income Tax	331	250	32.6%	876	672	30.3%
NPAT Pre-MI	1,938	1,698	14.1%	5,222	4,660	12.1%
NPAT Post-MI	1,929	1,676	15.1%	5,178	4,588	12.9%

Balance Sheet Highlights

VND billion	30 Sep 2026	1 Jan 2026
Cash and Cash Equivalents ³	10,467	11,748
Debt	9,591	9,591
Short-term Debt	7,205	7,169
Long-term Debt	2,386	2,422
Total Assets	34,636	33,933
Total Equity	18,754	18,662
Total Equity Excluding MI	18,112	18,062
Outstanding Number of Ordinary Shares (million shares)	1,307	1,057

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

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, building 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-added 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") company with a 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 its establishment, Masan Consumer has built a portfolio of Power Brands including CHIN-SU, Omachi, Kokomi, Nam Ngu, Wake-Up 247, alongside the next wave of emerging Power Brands such as Tam Thái Tử, Vinacafé, Wake-Up, Vivant, Compact, BUPNON, Chanté and Homey, ... Through a 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 to bring iconic Vietnamese brands to global scale.

CONTACTS:

Investors/Analysts

Tram Nguyen

T: +84 28 6255 5660

E: ir-mch@msc.masangroup.com

Media

Van Pham

T: +84 28 6256 3862

E: pr@msn.masangroup.com



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