

PRESS RELEASE

VINACAFÉ BIÊN HÒA BECOMES THE FIRST COFFEE MAKER TO COMMIT TO TOTAL AUTHENTICITY IN COFFEE PRODUCTS

Ho Chi Minh City, 1 August 2016 – Vinacafé Biên Hòa Joint Stock Company (“Vinacafé Biên Hòa”, “VCF”, and the “Company”), today announced that the Company will be the first coffee manufacturer in Vietnam to deliver on its commitment under the “Memorandum of transparency in coffee manufacturing and protection of consumer rights” (the “Memorandum”), as initiated by the Vietnam Standard and Consumers Association (“Vinastas”). Starting today, Vinacafé Biên Hòa will only produce authentic coffee products that do not use any soy additives.

The Memorandum was signed on 25 July 2016 during a ceremony held at the main hall of the Vietnam Union of Science and Technology Association (“VUSTA”). Vinacafé Biên Hòa is the first coffee manufacturer in Vietnam to sign the Memorandum, witnessed by representatives from relevant government bodies and the media.

Prior to the ceremony, Mr. Nguyễn Tân Kỳ, Chief Executive Officer of Vinacafé Biên Hòa, made a strong statement regarding the purity of coffee at a seminar co-hosted by Vinastas and Tuoitre newspaper, where the topic of discussion was “Dirty Coffee – Reality and Solution”:

“Right after this seminar, Vinacafé Biên Hòa will apply the latest manufacturing supply chain management to absolutely ensure that we are producing authentic coffee products as soon as possible. We are doing this in response to the transparency needs for the ingredients in our coffee products. By doing so, we hope to enhance the quality and to foster the reputation of Vietnamese coffee.

Vinacafé Biên Hòa is proud to be the coffee company with the longest history in Vietnam. During the past half-decade, the people at Vinacafé Biên Hòa have nurtured a burning passion for Vietnamese coffee and have sought to maintain the authentic values and traditions of Vietnamese coffee.

The fact that most coffee consumed by the Vietnamese population is questionable and that the domestic coffee market lacks transparency makes us wonder if the Vietnamese do not push for change, if not, then who else can we depend on? Today, we are honored to declare that starting 1 August 2016, all products from Vinacafé Biên Hòa will adhere to the most stringent coffee standards for purity and quality without using soy additives.

We have an unwavering belief that coffee must be authentic, and every Vietnamese consumer deserves to know that his or her coffee will be delicious, clean and in adherence with Vietnamese tradition. Together, we praise the value of authentic Vietnamese coffee.”

VINACAFÉ BIÊN HÒA JOINT STOCK COMPANY

Vinacafé Biên Hòa is a leading beverage company in Vietnam producing a wide range of beverage products, including instant coffee, nutritional cereal, and canned drinks. Since its founding as Southeast Asia's first instant coffee manufacturer in 1968, the company has established a national distribution reach and a portfolio of trusted and loved brands, making the company Vietnam's leading instant coffee manufacturer and one of the country's largest beverage companies. Vinacafé Biên Hòa brands include Vinacafé, Wake-Up, Café de Nam, Phinn, Wake-Up 247, and Kachi.

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