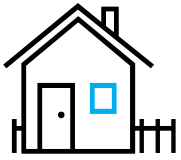


KNOW WHAT'S NEXT IN VIETNAM

TO MAXIMIZE YOUR BRAND'S GROWTH POTENTIAL

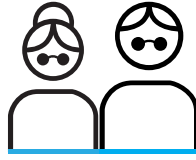
1. THE MATTER OF FORESIGHTS

What's hot today can be what's not tomorrow



- 40% populations will be living in urban centers in 2025 (compared to 34% in 2015)
- 26% population will be living in tier 2 cities (5-10million residents) in 2025 (vs. 19% in 2015)

Rural and mid-density cities are the next frontier.



- In 2025, there will be an additional 7 MILLION people aged 50 years plus, contributing 29% to total population (compared to 22% in 2015)

Vietnamese consumers are aging.

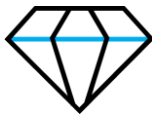
2. SAME SAME BUT DIFFERENT

Consumers are changing at a fast pace



ON-THE-GO LIFESTYLE

- Smaller yet richer households drive the increasing need for convenience.
- Consumers spend more time and money at small format stores.



CONSUMERS WANT PREMIUM

- 60% of FMCG categories are up-trading.
- And premium perceptions are about more than price.



FOCUS ON THE QUALITY OF LIFE

- Consumers have strong desire for a better life – they spend more outside FMCG.
- So, basic necessities may have to compete with big ticket items for share of wallet.



THE RISE OF HEALTH AND WELLNESS

- Health and wellness has been ranked Top 3 concerns of Vietnamese in years.
- Consumers are changing their perception about healthy diet and they want more all-natural products.



CONNECT ME TO THE WORLD

- "Connected" has become a norm!
- Consumers spend around 3 working days on the Internet.
- The digital downtime is further enhanced.
- By 2020: 55% of Vietnam population will have an access to the Internet.

3. THE FRAGMENTED PLAYBOOK

Vietnam market structure is getting more and more diverse.



TRADITIONAL TRADE CHANNEL STILL DOMINATES WITH AN INCREASING IMPORTANCE OF SEMI-RETAILERS

1,5 mil

83%

+2%

25,371

TT Retailer stores for FMCG in VN

Contribution to total FMCG sale annually

Store growth 2016 vs. YA

Semi-retailer stores for FMCG in VN



MODERN TRADE CHANNEL (ESP. SMALL FORMAT STORES) CONTINUES TO INCREASE RAPIDLY

4,272

389

3,883

+41.2%

Modern Trade stores in Vietnam

The number of super/hyper-market

The number of small format stores

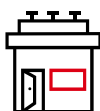
Store growth Apr 2018 vs. YA

CONVENIENCE SHOPPING IS ON THE RISE.



CONVENIENCE STORE "for everyday needs"

X4 penetration since 2012



MINIMART "for everyday needs, emergency and impulsivity"

#1 channel in stores openings in 2016 & 2017



HEALTH / BEAUTY & MODERN DRUGSTORE "variety, international brands & premium products"

x2 penetration in 2 years



MOM & KID "all I need for my baby is in one store"

+20 new stores/month

BRICKS & CLICKS IS THE CURRENT AND FUTURE RETAIL REALITY

OFFLINE GO ONLINE

Offline retailers use offline resources to operate e-commerce:

- Order online, pickup in store
- All stock saved in store and delivered from the nearest store



ONLINE GO OFFLINE

E-retailers also open offline stores:

- Independent APP which can offer precise delivery time

ASK NIELSEN REPRESENTATIVES OR EMAIL US FOR "WHAT'S NEXT IN VIETNAM" PRESENTATION.