

Brand Finance Declared Vinamilk as "The 6th Most Valuable Dairy Brand" in Vietnam

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The **US\$2.8 billion** valuation this year sees an impressive 18% increase as compared to 2021, reaffirms Vinamilk's leading position. Specifically, in the dairy segment, the brand was ranked the Most Potential Dairy Brand and continues to appear in the Top 5 Strongest Dairy Brands, coming in 2nd place – a remarkable result for Vinamilk as the only Southeast Asia representative in the Top 10 ranking for both brand value and strength. Vinamilk also leaves its footprint in major Food rankings such as Top 30 Most Valuable Food Brands and Top 10 Strongest Food Brands.

"The significant role of the brand is well aware by Vinamilk throughout the development of the company, especially in F&B and the dairy industry. Throughout our 46-year journey, Vinamilk has continuously built the company's brand value in accordance with our core pillars - product quality, service and our reputation amongst consumers", said Mrs. Bui Thi Huong, Vinamilk Chief Director of Admin, HR & PR.

Brand Finance puts 5,000 of the world's biggest brands in 29 industries throughout 39 countries under its test. With an integrated measurement method, considering various brand factors such as impact, health and reputation, investment and others combined with financial and survey data, the annual Food and Drink report published by Brand Finance provides brand health assessments in a transparent, fair and objective manner.

Vinamilk's investments have also been positively recognized by other local and international organizations. The Brand Footprint 2022 report published by Worldpanel Kantar signified Vinamilk's decade-long achievements in maintaining leading positions in the Top 10 Most Chosen Dairy Brands in Vietnam.

The company has actively participated in a number of international trade activities and food fairs in China, Dubai, Japan, South Korea, and Australia to introduce Vinamilk's range of products, as well as seeking opportunities

for its international expansion.