

Mekong Enterprise Fund II commits to invest \$2.6 million in Golden Gate Trade Services Joint Stock Company

HO CHI MINH CITY, VIET NAM (14 July 2008) – Mekong Capital announced that the Mekong Enterprise Fund II, Ltd. (“the **Fund**”) has committed to invest \$2,600,000 in Golden Gate Trade Services Joint Stock Company (“**Golden Gate**”), the company that operates the successful Ashima hotpot restaurant chain. This is the seventh investment of the Fund.

Mr. Dao The Vinh, the CEO cum Chairman of Golden Gate said *"After a period of time, we have managed to expand from 1 restaurant to a nationwide chain and mushroom hotpot has become a favorite cuisine. We found Mekong Capital a credible partner to help us to grow sustainably. Mekong Capital not only funds the Company but also supports our Company with strategic consultancy in many management fields such as human resources, restructuring, management practices and corporate finance. These are the key factors that makes a Company grow sustainably in the current changing and fiercely competitive market."*

Mr. Chris Freund, Managing Director of Mekong Capital said: *"The founders and management team of Golden Gate have done an extraordinary job at rapidly establishing Ashima as the leading hotpot chain in Vietnam. Differentiating themselves from other restaurant chains, they have built a company with the management capacity, and systematic processes, which provide a foundation for the company to continue to open new restaurants at a rapid rate. In Golden Gate, we see an unusually strong commitment to continuously developing their management systems and the capabilities of their management team."*

About Golden Gate Joint Stock Company

Golden Gate Trade & Services Joint Stock Company was established in August 2005 by three entrepreneurial friends in the mid-30s who also form the Company's management team.

The Company is now recognized as the pioneer and the top mushroom hotpot restaurant company in Vietnam under the *Ashima* brand. Their own unique selling points are reflected by a new cuisine concept together with a distinguished service manner.

As of June 2008, the Company has 7 *Ashima* restaurants in Hanoi, Ho Chi Minh City and Hai Phong. One more restaurant will soon open in Da Nang. The Company also plans to launch a parallel quick-service hotpot chain in 2008 to address a different segment of the market in Vietnam.

About Mekong Enterprise Fund II

The \$50 million Mekong Enterprise Fund II, which was launched in June 2006, is a private equity fund focusing on equity investments in unlisted companies, which at the time of the original investment, are typically about two-to-four years away from a listing on one of Vietnam's stock exchanges. In particular, the Fund focuses on companies that are very committed to building up strong management teams.

The Fund aims to make investments in well-managed, fast-growing, private Vietnamese companies. The Fund's manager, Mekong Capital, will work closely with investee companies to help them build up the management team, grow faster, and prepare for a successful listing on a stock exchange.

The Fund's other investments include

- ICP, a consumer products company with brands including *X-Men, X-Series, Dr. Men, OCleen, L'Ovite, Q-girl, Hapi Kids, etc*;
- Ngo Han Magnet Wire;
- thegioididong.com, the number one mobile phone retail chain in Vietnam;
- Venture International (Vietnam), which manufactures and exports work-wear garments;
- MK Smart Joint Stock Company, a world-class smartcard manufacturer in Vietnam; and
- Mai Son, an operator of branded fashion retail outlets in Vietnam including *Mango, Façonnable, Nike/Nike Golf, and Charles & Keith*.

The Investment Manager of the Fund is Mekong Capital Ltd. For more information on Mekong Capital, please visit the website www.mekongcapital.com.

For more information, please contact:

Ms. Phan Bich Ha

PR Manager

Mekong Capital Ltd

E-mail: info@mekongcapital.com