

Mekong Enterprise Fund II commits to invest US\$5 million in MAISON Joint Stock Company

HO CHI MINH CITY, VIET NAM (12th March 2008) – Mekong Capital announced that the Mekong Enterprise Fund II, Ltd. (the “Fund”) has committed to invest \$5,000,000 in MAISON Joint Stock Company (“MAISON”). This is the sixth investment of the Fund.

Ms. Pham Thi Mai Son, the co-founder and General Director of MAISON said: *“MEF II is one of the few private equity-focused funds in Vietnam that committed in long-term growth through adding value to businesses. With the planned ambitious targets MAISON chose the Fund as its strategic partner not only for expansion capital but also for intangible support the Fund can offer. MAISON believes that it will achieve its growth targets with the assistance from the Fund.”*

Mr. Nguyen Tuan Thien An, Portfolio Manager of the Fund said: *“From the start, MAISON has been tremendously successful with its Mango shops. It now has several fashion brands that enjoy a significant popularity among the Vietnamese middle and upper class. We have chosen to invest in MAISON for the same reason these fashion houses have chosen MAISON as their partner in Vietnam: its unique ability to promote fashion brands by a combination of strong marketing capability as well as a great sense for location and consumer tastes. And like those fashion houses, we strongly believe in the growth of fashion retail in Vietnam.”*

About MAISON

MAISON is one of the leading fashion retailers in Vietnam. With the distribution license for Mango obtained in 2004, MAISON opened its first outlet in Ho Chi Minh City. The great success from the first outlet led to a total of 6 outlets by late Q1/2008. Aiming at the number one position in distribution for international brands, MAISON has taken necessary steps to build up its brand portfolio including Mango, Nike, Nike Golf, Faconnable, Charles & Keith and several other brands in the pipeline.

MAISON was founded by a couple with extensive international exposure and strong passion for fashion themselves. Together, they have gathered a dynamic team with solid expertise in retail, marketing and customer service, including several expatriates from the Philippines and England. The team has been able to more than triple the firm’s revenue in 2 years since start-up.

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:

- *International Consumer Products (“ICP”), a consumer products company with leading brands with strong-market share in Vietnam such as O’Cleen, X-men, L’Ovite, X-Series;*
- *Ngo Han Magnet Wire, a producer of high-quality magnet wire;*
- *Mobile World, the largest mobile phone retail chain in Vietnam;*
- *Venture International, manufacturer and exporter of work-wear for the European market; and*
- *MK Smart, a world-class manufacturer of smart cards.*

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

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