

Mekong Enterprise Fund III invests \$6.9 million in Wrap & Roll

HO CHI MINH CITY, VIET NAM (12th July 2016) – Mekong Capital announced that the Mekong Enterprise Fund III, Ltd. ("the **Fund**") has invested \$6,900,000 in Wrap and Roll Restaurant Joint Stock Company ("**Wrap & Roll**"), the company that operates the successful Wrap & Roll restaurant chain. This is the first investment announced for the Fund.

Mrs. Nguyễn Thị Kim Oanh, the CEO cum Chairwoman of Wrap & Roll said *"After ten years in operation, we are absolutely committed to bringing Vietnamese legendary food to a successful brand Wrap & Roll chain with 10 branches operating effectively in all over the country and four franchise restaurants in Singapore, to become the first successful restaurant chain in Vietnam bringing Vietnamese cuisines to overseas. We found Mekong Capital to be 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 as well as to expand our chain internationally."*

Mr. Chad Ovel, Partner of Mekong Capital said: *"The founders and management team of Wrap & Roll have done an extraordinary job at establishing Wrap & Roll as a proven concept with urban consumers in Vietnam and Singapore., They have successfully created Wrap & Roll as a modern way to enjoy authentic healthy Vietnamese food. They have built it with the application of best practices and systematic processes seen in large international restaurant chains, which provide a foundation for the company to continue to open new restaurants at a rapid rate. In Wrap & Roll, we see an unusually strong commitment to continuously developing their management systems and the capabilities of their management team. We believe that with Mekong Capital's previous experience investing and adding value to Golden Gate Group, combined with Wrap & Roll's ten years of operating in the market, we will have a successful story to tell and to be proud of locally and internationally."*

About Wrap & Roll Joint Stock Company

Wrap & Roll Joint Stock Company was established in 2006 by two entrepreneurial friends in their early-30's.

The Company is now recognized as the pioneer and the top healthy Vietnamese traditional food chain company in Vietnam. Their own unique selling points are reflected by a new way of enjoying Vietnamese cuisine and concept together with a distinguished service manner.

As of June 2016, the Company has 11 *Wrap & Roll* restaurants in Hanoi, Ho Chi Minh City and 4 franchise locations in Singapore. Several more restaurants will soon open in both Hanoi & Ho Chi Minh City. The Company also plans to launch a new concept restaurant chain in 2016 to address a different segment of the market in Vietnam.

About Mekong Enterprise Fund III

The \$112 million Mekong Enterprise Fund III, which was launched in June 2016, is a private equity fund focusing on consumer driven businesses such as retail, restaurants, consumer products, and consumer services in Vietnam. 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, improving operation, grow faster, and prepare for a successful listing on a stock exchange.

The Fund will apply Mekong Capital's well-proven approach towards adding value as a shareholder, which is based on the Vision Driven Investing framework and Mekong Capital's extensive network of international experts and resources.

About Mekong Capital

Established in 2001, Mekong Capital is a Vietnam-focused Private Equity firm. Mekong Capital has the most extensive private equity track record in Vietnam.

The Mekong Capital's funds have completed 29 private equity investments, of which 17 have been fully exited and 3 have been partially exited. Mekong Capital has managed 4 funds, one of which is currently making new investments.

Mekong Capital's investee companies are typically among the fastest growing and market leading companies in Vietnam's consumer-driven sectors such as retail, restaurants, consumer products and distribution, like MobileWorld, Golden Gate, Masan Consumer, Traphaco, Phu Nhuan Jewelry, ICP, etc.

Mekong Capital invests in fast-growing companies, with ambitious expansion plans, and a strong commitment to building management teams that will apply best practices and successfully execute on those expansion plans. These companies are typically well-established companies in their sectors, but which typically operate in fragmented and fast growing markets which present attractive growth opportunities.

Mekong Capital is strongly committed to adding significant value at each of its investee companies – through operational improvements, building management teams, introduction of best practices and outside experts, and applying other elements of our *Vision Driven Investing* framework.

Mekong Capital has an experienced team of 25+ full-time people in our offices in Ho Chi Minh City and Hanoi, who have an average tenure at Mekong Capital of more than 6 years. Mekong Capital's four Partners collectively have 41 years of experience in Mekong Capital, and both of the two foreign partners have lived in Vietnam for more than 20 years.

Vietnam media contact:

Mrs. Bao Ngoc Le, Corporate Communications Manager, e-mail:
baongoc@mekongcapital.com