

Mekong Enterprise Fund III completed an investment in Pizza 4P's Corporation

Ho Chi Minh City, VIETNAM (10 May 2019) – Mekong Capital announced that the Mekong Enterprise Fund III completed an investment in Pizza 4P's Corporation. The Fund purchased a combination of primary and secondary shares.

Famous for their homemade cheese, creative use of local ingredients, high quality standards, and excellent customer experience, Pizza 4P's is the most popular restaurant chain in Vietnam in terms customer satisfaction, creating 1.9 million smiles for peace¹. Pizza 4P's restaurants serves more than 4,700 customers per day across its chain in Ho Chi Minh City, Hanoi and Danang. Pizza 4P's popularity is so high that reservations normally need to be made up to one week in advance.

Mr. Yosuke Masuko, Co-Founder and CEO of Pizza 4P's, said: *"Pizza 4P's strives to be more than just a restaurant. We want every person who steps into our world to be more excited, to feel happier. Everything we do, is always for "Delivering Wow, Sharing Happiness". Thus, I believe that this partnership with Mekong Capital will enable us to commit to people's happiness and realize our 2023 vision: 10 million smiles. Mekong Capital has a strong track record of investing in established companies by applying the value creation framework Vision Driven Investing. The team also supports our Company with strategic consultancy such as human resources, restructuring, management practices and corporate finance. These are the main pillars that will contribute to Pizza 4P's growth sustainably in this current dynamic and emerging market as well as to expand our chain internationally."*

Mr. Chris Freund, Partner of Mekong Capital, said: *"We are incredibly excited to partner with Pizza 4P's. Not only because we are huge fans of their product and see the potential for the brand to grow considerably, but also we are very inspired by the vision of the founders, Masuko and Sanae. Pizza 4P's is about more than delicious pizza, customer happiness and families having fun together. Pizza 4P's exists to inspire and create opportunities for hundreds of millions of people to experience inner peace. We are inspired about this vision and excited to work together with the Pizza 4P's team for the fulfillment of this vision."*

¹ Mekong Capital conducts an annual survey of net promoter score (NPS) in partnership with Decision Lab. Pizza 4P's consistently scores the highest among any restaurant chain in the survey. Number of smiles is measured based on number of customers, customer satisfaction, average number of employees and their satisfaction score.

About Pizza 4P's Corporation

Prior to founding the original Pizza 4P's restaurant in 2011, the founders Yosuke Masuko and his wife Sanae Masuko had a backyard pizza oven at their house in Tokyo and used to invite their friends over for pizza every weekend. After they moved to Vietnam, they made the decision to establish a business that would spread smiles throughout the world, and pizza would be the way to do it. Pizza 4P's mission is 'delivering wow and sharing happiness'. The name Pizza 4P's is a short version of "Pizzas for Peace."

Pizza 4P's original location was on Le Thanh Ton St. in Ho Chi Minh City, and has subsequently expanded to Hanoi and Danang. They produce their own cheese at their factory in Dalat, and are well-known for their fresh and high quality cheese.

Pizza 4P's operates with Farm-to-Table concept: homemade cheese and local ingredients and vegetables are freshly produced in Dalat; pizzas are baked in a kitchen theater, and the menu consists of a variety of classic Naples style pizzas as well as Japanese inspired fusion cuisine which brings out the flavors of Japan, Italy and Vietnam.

Pizza 4P's is the ninth investee company announced by Mekong Enterprise Fund III.

For more information about Pizza 4P's, please visit the firm's website at pizza4ps.com.

About Mekong Capital & Mekong Enterprise Fund III

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

Mekong Capital commits substantial time and resources to adding value to the companies in which its funds invest and has played an important role in the success of many of its past investments. Mekong Enterprise Fund III applies Mekong Capital's well proven framework for adding value called *Vision Driven Investing*, and utilizes Mekong Capital's extensive network of international experts and resources.

Launched in May 2015, Mekong Enterprise Fund III is a private equity fund, and currently has \$112.5 million in committed capital. Mekong Enterprise Fund III has announced eight other investments, including ABA Cooltrans, Red Wok (formerly Wrap & Roll), F88, Ben Thanh Jewelry (Precita), Nhat Tin, Yola Education, Pharmacy, Vua Nem and recently Pizza 4P's.

For more information about Mekong Capital and Mekong Enterprise Fund III, please visit the website www.mekongcapital.com.

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