

PRESS RELEASE

PNJ ANNOUNCES THE 6-MONTH BUSINESS RESULTS: PROFIT BEFORE TAX INCREASES 116% COMPARED TO THE SAME PERIOD, ACHIEVING 66% OF THE YEAR PLAN

On 30 June 2016, Phu Nhuan Jewelry Joint Stock Company – PNJ announces the business results of the first 6 months of 2016 with positive results, creating a solid launching platform and promising the new established feats in the last 6 months of 2016.

The strong growth in revenue, profit and distribution system:

Continue with the revenue growth of gold jewelry from 2015, the business result of the first 6 months of 2016 is the indispensable achievements for the continuous effort and striving of PNJ with impressive norms:

- Gross profit reaches **699.6** billion VND, increased **30%** compared to the same period, achieving **54%** of the annual plan.
- Total revenue is **4,046** billion VND, increased **4%** compared to the same period. In which the revenue from jewelry increases **15%** compared to the same period.
- Profit before tax is **304.5** billion VND, increased **116%** compared to the same period, achieving **66%** of the annual plan

The first 6 months of 2016 also marks the strong development of the retail distribution system of PNJ when 13 new stores and branches were opened, achieved **52%** of the annual plan. At the end of June 2016, PNJ has 204 stores in over 45 provinces and cities nationwide, with united brand identity, luxury selling space and professional sales force which delivered satisfaction with best quality products and services to customers. PNJ jewelry centers are located in favorable location in the crowded fashion centers of major cities nationwide confirmed its position as the leading jewelry company in Vietnam.

PNJ brand position improved its international stature with internationally and nationally prestigious awards:

During the first 6 months, PNJ brand continues to be improved with lots of internationally and nationally prestigious awards such as Top 100 Outstanding Enterprises receiving the award of Vietnam Strong Brand, continues to be recognized as Vietnam High Quality Goods for 19 consecutive years; PNJ is the only jewelry company of Vietnam named in the list of Top 100 Vietnam best workplaces. Besides, in the early of April 2016, Ms. Cao Thi Ngoc Dung - Chairwoman and General Director of PNJ was voted as Asia's 50 Powerful Businesswomen by Forbes Asia Magazine. After the award "Employer of the year" of JNA Awards that PNJ achieved in 2015 in Hong Kong, this year, PNJ continues to be the jewelry brand of Vietnam to be in the final round of two important items that are Retailer of the Year and Outstanding

Enterprise of the Year – ASEAN countries of JNA Awards and the results shall be announced in September 2016.

Aiming at the standard of sustainable development enterprise and continuing to share with the community and society:

Apart from the efforts to get the sustainable production and business results to improve the prestige and brand value on the international fashion jewelry map, focusing on developing strong and professional team, building corporate culture, PNJ is also the pioneer in the social activities, charitable work for the community and environmental protection

2016 is chosen by PNJ as the year with special action for the environment through the program “**Thank you for not littering**” and this program shall be implemented nationwide, in which PNJ implemented a large scale program with large spread in the community on Ly Son island – Quang Ngai province in January 2016 and the activities calling for environmental protection in Ho Chi Minh City, Nha Trang ... and many environmental actions shall be implemented in the coming time.

Especially, the project “PNJ Home” which builds houses for the poor in many places nationwide starting from the end of 2015 has been positively implemented by PNJ with powerful spread in the community. By the end of June 2016, 35 PNJ homes were built, bringing great pleasure to a “peace and contentment” place for the poor in Ho Chi Minh City and the areas in the Central Highlands, the West, the South East and the North.

Apart from many activities of awarding scholarship to poor students of creative majors at universities nationwide, or financing the HR Awards program 2016, in April 2016, PNJ is officially the exclusive sponsor for the contest of Vietnam Emerging Designer 2016 within the framework of Vietnam International Fashion Week – VIFW which takes place in April 2016 and the final shall take place in Hanoi in November 2016.

Recipients:

- State Security
- Commission of Vietnam
- Ho Chi Minh City Stock
- Exchange
- Archives - Secretary
- Archives

GENERAL DIRECTOR

(Signed & sealed)

CAO THI NGOC DUNG