

Media release

Procter & Gamble entrusts DKSH with its Hong Kong business

DKSH, Zurich, has been appointed by the consumer goods multinational The Procter & Gamble Company, Cincinnati/USA (P&G) to sell and distribute P&G's brands in Hong Kong. DKSH as the leading Market Expansion Services provider with a focus on Asia started these sales and distribution activities for P&G with effect from October 1, 2016.

Hong Kong, October 4, 2016 – DKSH's Business Unit Consumer Goods, Asia's leading Market Expansion Services provider for fast moving consumer goods of international and local brands, has been appointed as distributor of P&G products in independent stores in Hong Kong and will provide order management as well as field marketing for P&G's business with the chain retailers in Hong Kong.

With a dedicated sales team of over 80 people on the P&G business alone and a unique capillary distribution network, DKSH will drive excellence in sales and in-store execution and create demand by providing a positive shopper experience with the P&G brands at every point of sale.

"The cooperation with DKSH is crucial for us to ensure a sustainable business model in a rapidly changing environment. We are highly impressed by the expertise of DKSH and its dedication to drive business in local markets. Hong Kong is an important market for us. We have had operations in Hong Kong for 30 years and with DKSH as our strategic partner we are looking forward to making our existing and new brands available to more Hong Kong consumers in the coming years," said Michael Yates, President, Greater China Market Strategy & Planning, Hong Kong & Taiwan for P&G.

Dr. Joerg Wolle, President & CEO of DKSH: "Together with our clients, we develop tailor-made partnership solutions. They benefit from our capillary market penetration, reaching the smallest customer entity, and from our critical mass. We have deployed a dedicated team of DKSH specialists to ensure that P&G will reach its targets. The fact that one of the most important and most professional consumer goods companies partners with DKSH in an important region, speaks for itself."

DKSH Hong Kong was established in 1923 and employs more than 1,000 specialists. Its market expertise, local knowledge and capillary distribution network provide the basis upon which DKSH offers its customers and clients attractive, tailored business solutions.

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets. Publicly listed on the SIX Swiss Exchange since 2012, DKSH is a global company headquartered in Zurich. With 770 business locations in 36 countries – 740 of them in Asia – and 28,300 specialized staff, DKSH generated net sales of CHF 10.1 billion in 2015. DKSH was founded in 1865. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

DKSH Business Unit Consumer Goods is Asia's leading Market Expansion Services provider with a focus on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products, as well as hair and skin cosmetics. The Business Unit's comprehensive Market Expansion Services extend from product feasibility studies and registration to importation, customs clearance, marketing and merchandising, sales, warehousing, capillary physical distribution, invoicing, cash collection and after-sales services. With 680 business locations in 20 countries and around 14,770 specialized staff, Business Unit Consumer Goods serves 310,000 retail outlets on a daily basis and generated net sales of CHF 3.9 billion in 2015.

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