

Media release

## **DKSH now market leader for field marketing in Vietnam**

**DKSH today announced the acquisition of Innovative Marketing Actions (IMA) in Vietnam. With the transaction, DKSH becomes the largest field marketing provider in the country and is well positioned for further growth in Vietnam.**

Zurich, Switzerland, March 24, 2017 – DKSH, the leading Market Expansion Services provider with a focus on Asia, today announced the acquisition of IMA, an established provider of brand activation, field marketing and customer consulting in Vietnam. Through this acquisition, DKSH is now able to expand its portfolio of Market Expansion Services to additionally offer in-store and outdoor promotions and event management, thereby becoming the largest field marketing provider in Vietnam.

DKSH is active in the field marketing business through its joint venture DKSH Smollan Field Marketing (DSFM). In addition to merchandising, field marketing also includes product demonstrations and consulting, promotions and event management. These value-adding services have increasingly become important over the years as they increase the demand for products directly at the point of sale, thus enabling attractive growth opportunities for consumer goods manufacturers in a competitive environment.

IMA was founded in 2006 and specializes in brand activation solutions, in-store and outdoor promotions as well as product consulting and event management. The company generates net sales of around four million Swiss francs at sound profitability. IMA's client list includes international clients as well as larger Vietnamese consumer goods companies. The company has a nationwide coverage and is headquartered in Ho Chi Minh City with an additional branch office in Hanoi. IMA will be integrated into DSFM and will subsequently strengthen the existing field marketing activities of DKSH in Asia.

Ha Trung Thoa, founder and CEO of IMA, commented: „Combining the international expertise of DKSH with the local brand activation experience from IMA, we can add more value to our clients and further help them turning shoppers into buyers. With the integration into DSFM, we are starting another exciting chapter in our ten-year, successful company history. Our employees are looking forward to becoming part of DSFM.“

Sean Leas, Managing Director, DKSH Smollan Field Marketing, added: „Since 2013 we have successfully offered field marketing services in Vietnam. With the acquisition of IMA we have found the last puzzle piece to complete our service portfolio and can now offer our clients a true one-stop-shop solution for any field marketing activity. Through our offering, we influence the demand directly at the point of purchase and ensure that shoppers are not only attracted to the products of our clients, but ultimately also buy them.“

### **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 780 business locations in 36 countries – 750 of them in Asia – and 30,320 specialized staff, DKSH generated net sales of CHF 10.5 billion in 2016. 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 720 business locations in 20 countries and around 16,370 specialized staff, Business

**Think Asia. Think DKSH.**

Unit Consumer Goods serves 310,000 retail outlets on a daily basis and generated net sales of CHF 3.8 billion in 2016.

**About DSFM**

DKSH Smollan Field Marketing (DSFM) is a joint venture between DKSH and the Smollan. DSFM is focused on evolving DKSH's current merchandising solutions to provide a broader range of retail solution offers. DSFM was founded in 2009 in Malaysia and has developed into a regional organization with more than 3,900 dedicated field and individual sales experts in Indonesia, Malaysia, Myanmar, Singapore, Taiwan, Thailand and Vietnam.

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