

Media release

DKSH brings Hisamitsu pain relief products to China

DKSH, the leading Market Expansion Services provider with a focus on Asia, has been appointed by Hisamitsu, a well-known pharmaceutical company from Japan, to drive growth for the company's SALONPAS and Decodeco-cool brands in China.

Shanghai, China, July 18, 2017 – DKSH Business Unit Healthcare, a leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia, has been entrusted by Hisamitsu to bring its international products SALONPAS, the pain-relieving patch for muscle pain, as well as Decodeco-cool, the cooling gel sheets for fever discomfort, to the Chinese market. DKSH has been appointed to provide importation, sales services as well as logistics and distribution.

DKSH and Hisamitsu started the business relationship in 2001 with successful product introductions in Hong Kong, Singapore, Taiwan and Thailand. The market entry in China marks another milestone in the cooperation between the two companies. DKSH has a well-established nationwide infrastructure in China, well-trained local staff as well as in-depth knowledge of the Chinese healthcare market.

“Since first entering the pharmaceutical industry in 1847, Hisamitsu has been seeking to promote people's health by providing medicinal products, particularly pain relieving patches, and has grown into Japan's leading company in the field of drugs for external use. We are delighted to bring our key product portfolio to China with the help of DKSH. We trust their in-depth expertise and ability to find new growth opportunities,” said Matsuki Eishi, General Manager, Hisamitsu Pharmaceutical Technology Consulting (Beijing) Co., Ltd.

Teresa Chen, Regional Vice President, Healthcare, DKSH Greater China and Korea, added: “Our proven track record partnership with Hisamitsu will translate into wider and easier access to their product portfolio in China, so that more consumers will benefit from their healthcare products. Moreover, our expertise in marketing and sales as well as our dedication to quality will mean better services to our valued customers and business partners. The expanded collaboration with Hisamitsu helps drive inner-Asian trade.”

About Hisamitsu

Hisamitsu Pharmaceutical Co., Inc. has organized effective research & development (R&D) systems, with four major centers that enable prompt facilitation of R&D activities, including three in Japan, Tosu Laboratories, Tsukuba Laboratories, and Tokyo Headquarters, and one in the US, Noven Pharmaceuticals, Inc. Aiming to convey “the benefits of transdermal patches” to patients worldwide, the centers work together to engage in R&D of transdermal drug delivery system (TDDS) products in a wide range of the therapeutic fields.

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 Healthcare is the leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia. Custom-made offerings comprise registration, regulatory services, market entry studies, importation, customs clearance, marketing and sales, capillary physical distribution, invoicing and cash collection. Products available through DKSH Healthcare include pharmaceuticals, consumer health and over-the-counter (OTC) products as well as medical devices. With

Think Asia. Think DKSH.

120 business locations in 13 countries and around 9,740 specialized staff, Business Unit Healthcare serves over 150,000 customers and generated net sales of CHF 5.5 billion in 2016.

For further information please contact:

DKSH China Co., Ltd.

Penny Gu
Assistant Manager
Branding and Communications
Phone +86 21 50588241
penny.gu@dksh.com

DKSH Management (Thailand) Limited

Kalle Siebring
Manager, Group Communications
Business Unit Consumer Goods & Healthcare
Phone +66 2 220 9739
kalle.siebring@dksh.com