

Media release

DKSH drives Scotch's growth in Laos

DKSH, the leading Market Expansion Services provider with a focus on Asia, has been appointed by Scotch Industrial Co. Ltd to drive expansion of its food supplement products in Laos. The collaboration is an extension of a relationship that also includes Thailand and Myanmar.

Vientiane, Laos, August 28, 2017– DKSH Business Unit Consumer Goods, a leading partner for fast moving consumer goods companies seeking to grow their business in Asia, is exclusively marketing, selling and distributing Scotch's full product portfolio across traditional and modern trade outlets in Laos.

Scotch Bird's Nest, Scotch's Essence of Chicken, Scotch Collagen and Scotch Puree are synonymous for a healthy lifestyle. Earlier this year, Scotch transferred its marketing, sales as well as distribution activities for all its brands and products to DKSH in its home market Thailand. Furthermore, DKSH successfully introduced Scotch's products in Myanmar two years ago.

"The continuous extension of our collaboration with DKSH marks a new chapter in our growth story that started three decades ago. DKSH's capillary distribution network and capable salesforce will improve the availability and visibility of our products in Laos. We thereby rely on DKSH's deep market expertise while having the benefit of working with one growth partner across various markets," said Cholphicha Chavaldechakul, Factory Manager, Scotch Industrial (Thailand) Co.,Ltd.

Kwanchai Assanee, Vice President, Business Unit Consumer Goods, DKSH Cambodia and Laos, said: "With a rising middle class that is becoming more health conscious, the market for food supplements is growing across South East Asia. We tap into our 15 years of presence in Laos and strong relationships with retailers to drive Scotch's growth. Meanwhile, the extended collaboration with Scotch is another example of how DKSH can help high-quality Asian brands expand in their home markets and beyond."

About Scotch

Scotch Industrial (Thailand) Company Limited was established in 1983 in Thailand. Under the trademark of 'SCOTCH', the company has created and produced quality healthy drinks under the company's strict Quality Assurance policy to serve consumers with the most valuable and beneficial healthy products. Scotch has four product categories; Scotch Golden Bird's nest Beverage, Scotch Concentrated Chicken Protein, Scotch Collagen and Scotch Puree' Fruit Essence plus Vitamin. Scotch has distributed its healthy products domestically via local stores, supermarkets, superstores and convenience stores. In response to customer needs and consumer demand, Scotch now expands into the international markets within the ASEAN Economic Community. Scotch has a worldwide manufacturing standard and certification guarantee for production and sales. Scotch follows sustainable and continuous growth and has become one of the leading healthy drink companies in Thailand.

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.

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