

Media release

## **DKSH to fuel Church & Dwight's strategic Asia expansion**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, and Church & Dwight, a leading Consumer Packaged Goods (CPG) company from the USA, have expanded their collaboration to drive sales in Hong Kong, Thailand, Singapore, and Malaysia.**

Bangkok, November 30, 2017 – DKSH will provide marketing, sales, distribution and logistics services across the four markets for Church & Dwight's household and personal care products. This includes successful brands such as ARM & HAMMER, Anusol, Batiste, Lil Critters and Toppik. The collaboration increases the products' availability into new markets and across modern and traditional retail outlets, the medical channel (hospitals, clinics, pharmacies), as well as e-commerce platforms.

"The expanded collaboration with DKSH marks a significant step into growing our business in the region. We found in DKSH a regional growth partner with deep understanding of each market. Their omni-channel reach allows us to tap into new markets and expand to new channels while we can focus on our core competencies," said Steve Cugine, Executive Vice President of International, Church & Dwight.

Martina Ludescher, Chief Commercial Officer and Head Business Unit Consumer Goods, DKSH, added: "Asia's rising middle class is increasingly demanding high-quality products like those of Church & Dwight. Our more than 150 years of market expertise allows us to build and execute strong growth plans based on deep insights. Not only do we deliver their products to more outlets, our sales and marketing specialists will also drive increased demand."

### **About Church & Dwight**

Church & Dwight Co. Inc., a US\$ 3.5 billion company, was founded in 1846 and is headquartered in Ewing, New Jersey. We are one of the fastest growing Consumer Packaged Goods companies that has outpaced the Standard & Poor's by more than three times over the last 10 years. Church & Dwight is a leader in the Household Consumer Products and Personal Care industry, with such brands as ARM & HAMMER, Batiste, Trojan, First Response, Nair, Spinbrush, OxiClean, Orajel and more. The Company's business is divided into three primary segments, Consumer Domestic, Consumer International and Specialty Products.

The Consumer International segment sells a variety of household and personal care products, some of which use the same brands as our domestic product lines, in international markets, including Canada, France, Australia, the United Kingdom, Mexico, Brazil and China.

### **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.

**For further information please contact:**

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**Think Asia. Think DKSH.**