

Media release

## **DKSH in Cambodia: give blood – save lives**

**DKSH Cambodia has organized a blood donation campaign under the slogan:  
“We can do better, we are all for humanity.”**

Phnom Penh, Cambodia, March 23, 2018 – DKSH Cambodia has organized a blood donation campaign for the National Blood Transfusion Center (NBTC). The event took place at DKSH’s office in Phnom Penh in the presence of Mr. Pov Muythong, representative of the National Blood Transfusion Center, the DKSH management team and a lot of employees.

According to figures by the Cambodia National Blood Transfusion Center, there is a need for an average of 200 blood bags per day, or 6,000 blood bags per month. “Stocks at the NBTC are critically low and hundreds of units short of demand, leading management at the center to publicly appeal for people to help restore the depleted reserves. We highly appreciate DKSH Cambodia’s initiative for the blood donation campaign in order to save lives,” Mr. Pov Muythong, representative of National Blood Transfusion Center, said.

A strong commitment to the local communities we operate in has always been a key part of our business. In Cambodia, DKSH has been present since the beginning of the 1950s and today, it is one of the largest healthcare providers in the country. DKSH is committed to conducting its business in a manner that respects the rights and dignity of affected communities. The Blood donation is a way of showing affection and concern, as a drop of blood can mean the world to another human being.

Yang Navuth, Director, Country People & Organization, DKSH Cambodia said: “Every blood donor contributes to the improvement of the community. We truly appreciate our employees’ enthusiasm, who participated in this endeavor, and thank them sincerely. We will pursue these kind of social activities in the future to fulfill our role as responsible corporate citizen”.

The NBTC presented a “Certificate of Appreciation” to DKSH Cambodia for its contribution to society.

### **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 825 business locations in 37 countries – 800 of them in Asia – and 31,970 specialized staff, DKSH generated net sales of CHF 11.0 billion in 2017. 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.

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