



Media release

## **DKSH teases Malaysian palates with snacks from Nabati Food**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, has partnered with Nabati Food, a reputable food and beverage manufacturer from Indonesia, to market its snack wafers and roll sticks in the Malaysian consumer food market. The partnership is another great example of how DKSH brings successful Asian brands into other Asian markets.**

Kuala Lumpur, Malaysia, July 10, 2018 – DKSH Business Unit Consumer Goods, the leading Market Expansion Services provider for Fast Moving Consumer Goods (FMCG) in Asia, has signed an agreement with Nabati Food Malaysia Sdn Bhd to provide Market Expansion Services for Nabati Food's snacks in the modern trade channel in West Malaysia.

DKSH will provide distribution, logistics, sales order processing and account receivables management services for Nabati Food's Richeese Cheese Wafer, Richoco Chocolate Wafer and Nabati Mine Bar in selected hypermarkets, supermarkets and convenience stores in the country. The partnership with Nabati Food is a prime example of a successful Asian company seeking growth opportunities in South East Asia, further driving inner Asian trade.

"We have found the ideal partner for success in Malaysia. DKSH has a proven track record for growing FMCG brands in the country. This lets us focus on our core competencies of producing healthy and delicious confectionary products for Malaysian consumers," said Maret Yudianto, Director, Nabati Food Malaysia Sdn Bhd.

Chua Chong Hoon, Vice President, FMCG, DKSH Malaysia, commented, "DKSH has been in Malaysia for 95 years and we have since established an excellent capillary distribution network throughout the country. We have the expertise and experience to tap into the growing consumer food market to drive growth for Nabati Food in the snacks category."

### **About Nabati Food Malaysia Sdn Bhd**

Nabati Food Malaysia is one of the leading manufacturers of wafers, biscuits and snacks known for its delicious wafer products under the Richeese and Richoco brands. Nabati Food Malaysia was established in 2013, providing innovative and high-quality products making us the number one brand in Malaysia's wafer category. It is our vision to continuously strive to improve and innovate our products to suit our consumer's needs and tastes. Headquartered in Bandung, Indonesia, the company has spread and established itself in many countries like China, Vietnam, Philippines, India and many more with the aim of having a strong global presence in the next ten years.

### **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.

**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-

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sales services. With 700 business locations in 22 countries and around 18,340 specialized staff, Business Unit Consumer Goods serves 310,000 retail outlets on a daily basis and generated net sales of CHF 3.6 billion in 2017.

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