

Media release

## **DKSH drives Thailand entry for SamChunDang**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, has signed a strategic partnership with SamChunDang, a pharmaceutical company from Korea, to drive market entry for its ophthalmic products in Thailand.**

Bangkok, Thailand, March 8, 2016 – DKSH Business Unit Healthcare, the leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia, will drive SamChunDang Pharm's entry in Thailand through registration, marketing, sales, distribution, logistics and after-sales services. SamChunDang's multi and single dose eye drop lines will be made available in hospitals, clinics and pharmacies nationwide.

"Working with DKSH helps us expand our products in Thailand, a key market in the fast-growing ASEAN region. With its one-stop-service business model, we have the convenience of working with one point of contact to drive our market expansion. The collaboration allows us to focus on our core competencies," said Jeonkyo Park, President and CEO, SamChunDang Pharm Co., Ltd.

"With our strong marketing and sales teams and network of modern distribution facilities, we cover all professional healthcare and retail markets in Thailand, a country we have been calling home for 110 years. SamChunDang is a prime example of a Korean company looking for inner-Asian growth. We use our strong relationships with local customers to drive market share and help SamChunDang expand its business in the region," said John Clare, Vice President Business Unit Healthcare, DKSH Thailand.

DKSH, with its pan-Asian footprint, is well positioned to help not only Western clients, but also Asian clients looking to expand their Asian presence. Of DKSH's top clients, already 30% have Asian origins. The partnership is also an example of an increasing number of healthcare clients that are outsourcing services across their value chain to DKSH. The agreement will further strengthen DKSH's market position in the region while contributing incrementally to the Group's overall profitability over time.

### **About SamChunDang Pharm Co., Ltd.**

SamChunDang Pharm is one of the leading pharmaceutical companies specializing in all kinds of therapeutic class for ophthalmic products, including multi-dose and single-dose, with a No.1 market share. The company was founded in 1943 in the Republic of Korea. In view of our prior experience to work with more 25 overseas countries with eye drops for more than 20 years, we are now supplying eye drops to most Asian countries, Central America, Latin America and the Middle East. SamChunDang ophthalmic products have received EU GMP approval from MHRA, U.K on March 9, 2015. This is the first time to get the EU GMP approval with sterile ophthalmic products in the pharmaceutical industry in the Republic of Korea. At the same time, we are under preparation for the US FDA GMP and will become one of the top leading company for ophthalmic field in Asia for the coming five 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 770 business locations in 36 countries – 740 of them in Asia – and 28,300 specialized staff, DKSH generated net sales of CHF 10.1 billion in 2015. 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.

**Think Asia. Think DKSH.**

With 140 business locations in 13 countries and around 9,590 specialized staff, Business Unit Healthcare serves over 150,000 customers and generated net sales of CHF 5.0 billion in 2015.

**For further information please contact:**

**DKSH Healthcare**

Kalle Siebring

Manager, Group Communications

Business Units Consumer Goods and Healthcare

Phone +66 2 220 9739

[kalle.siebring@dksh.com](mailto:kalle.siebring@dksh.com)