

Media release

DKSH Smollan and Signify establish partnership in Thailand

DKSH Smollan, the leading Field Marketing Services provider in Asia, has formed a collaboration with Signify (formerly known as Philips Lighting) in Thailand thus continuing its success story.

Thailand, November 22, 2018 – DKSH Smollan and multinational company Signify today announced the formation of their partnership in Thailand. This collaboration is the first in South East Asia and will spearhead the collaboration into other countries in the region.

DKSH Smollan is a joint venture between DKSH and Smollan formed in 2009. DKSH is the leading Market Expansion Services provider with a focus on Asia and Smollan is an international retail solutions provider delivering growth for retailers and brand owners across five continents. The joint venture, DKSH Smollan, provides retail execution, retail marketing, technology and retail advisory services to its clients across ten countries through its dedicated team of 4,900 specialists.

Signify is a publicly-traded global company and world leader in lighting, providing its customers with high-quality, energy-efficient lighting products, systems and services.

Smollan's partnership with Signify first started in Belgium in 2015, when the two companies partnered to market and drive sales of Signify's products. Today's announcement of the expanded collaboration emphasizes the long-standing relationship between the two companies and reinforces the strong position and presence of DKSH Smollan in Asia.

DKSH Smollan will provide Signify with the full suite of field sales and retail execution services, including product specialists and brand ambassadors in the do-it-yourself channel, as well as service Tesco and Makro outlets nationwide. DKSH Smollan will bring the industries' best practices, knowledge, market intelligence and insights to further accelerate the business growth and expansion in Thailand for Signify.

Alex de Groot, Global Commodity Manager at Signify, said: "We have chosen DKSH Smollan, a strategic partner, to help us drive the Signify brand values. Through our partnership we see that DKSH Smollan has a passion for results, attention for detail and will take ownership for mutual destiny. With this collaboration, we want to leverage on their strong capabilities in field marketing and brand activation services to enhance the reach to our target audience."

Sean Leas, Managing Director at DKSH Smollan added: "We are thrilled to expand on our existing partnership with Signify. Given successful collaboration to date, we are confident that DKSH Smollan can continue contributing to the growth of Signify's brand. Our ability to understand our clients' needs and innovate, design and deploy customized solutions is what drives them to partner with us across geographies."

About Signify

Number one in conventional, LED and connected lighting. Signify is the world leader in lighting for professionals, consumers and lighting for the Internet of Things. Our energy efficient lighting products, systems and services enable our customers to enjoy a superior quality of light, and make people's lives safer and more comfortable, and businesses more productive and cities more livable. With 2017 sales of EUR 7.0 billion, approximately 32,000 employees and a presence in over 70 countries, we globally unlock the extraordinary potential of light for brighter lives and a better world.

About DKSH Smollan

DKSH Smollan Field Marketing is a joint venture between DKSH and Smollan, established nine years ago in Malaysia, and has expanded across 9 additional markets in North and South East Asia. The joint venture centers on advancing and offering a more comprehensive retail solution offering across various markets.

About Smollan

Founded in 1931, Smollan is a retail solutions company, delivering growth for retailers and brand owners across five continents. We cover every aspect of how brands are managed in retail environments through the creation and execution of leading solutions in field sales, retail execution, activation, information, and technology. Internationally recognized for our exceptional human platform of over 60,000 people and our sophisticated systems, we drive sales and create brilliant shopper experiences for some of the world's most loved brands. For more information on Smollan, visit: www.smollan.com

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.

For further information please contact:

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Photo captions

Front row from left to right:

1. Arnon Kulawongvanich - Managing Director at Signify Thailand
2. Saris Kasemsestha - General Manager at DKSH Smollan Thailand

Back row from left to right:

1. Padermsak Ratanaruangsak – Country Marketing Manager at Signify Thailand
2. Alex de Groot - Global Commodity Manager Instore Personnel, Market Intelligence, Customer Care and Digital Marketing at Signify Global
3. Bjorn Kruizenga - General Manager Business Development Asia at DKSH Smollan Regional
4. Pranchalee Suraphasert - Business Development Manager at DKSH Smollan Thailand