



Media release

DKSH brings Germany's no. 1 male hair care brand Alpecin to China

DKSH, the leading Market Expansion Services provider with a focus on Asia, is continuing its success story with Dr. Wolff Group, a German research-based consumer health company, by introducing its hair care brand Alpecin in China.

Shanghai, June 23, 2016 – DKSH Business Unit Healthcare, the leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia, will provide registration, importation, sales, distribution, logistics and collection services for Dr. Wolff's products in China. The business relationship will start by launching three Alpecin products, which will be sold at Watsons exclusively. Alpecin is the number one men's shampoo against hair loss in Germany, Switzerland, Austria, Great Britain, Romania and Hong Kong.

The foundation of the relationship between DKSH and Dr. Wolff was laid in 2013, when the companies signed an agreement to introduce and market Alpecin in Hong Kong. With a strong sales record, the successful relationship was extended to as well include the Plantur female hair care product range.

Since then, DKSH and Dr. Wolff have successfully introduced Alpecin in other Asian markets such as Malaysia, Singapore, Taiwan or Thailand. The market entry in China marks another milestone in the cooperation between the two companies. DKSH's excellent distribution network spanning Watsons' stores in key cities, a proven track record in the personal care segment, strong capabilities in logistics as well as in merchandising makes it the partner of choice for Dr. Wolff's business expansion in China.

"The extension of our partnership with DKSH to enter China shows our confidence in the collaboration. The business performance of our brand in the Asian market has been tremendously successful. There is no doubt that the strategic thinking and diligent operation of the DKSH team have contributed to the substantial growth and penetration of Alpecin in the Asian markets," said Eduard R. Dörrenberg, Managing Director, Dr. Wolff Gruppe.

"It is our honor to work with Dr. Wolff and expand our collaboration to China. We have a proven track record for successfully helping our clients to grow beyond traditional healthcare channels, leverage the growing potential of retail channels and expanding their market shares across Asian markets. With our in-depth understanding of the local consumer markets and broad capabilities, we will help Alpecin expand in the way that best fits the local shopping behavior and retail environment," commented Teresa Chen, Regional Vice President, Business Unit Healthcare, DKSH China, Hong Kong, Korea and Taiwan.

The extended partnership between DKSH and Dr. Wolff will further strengthen DKSH's market position as a strategic partner and total solutions provider in the consumer health market, and contribute to profitable and sustainable growth for Dr. Wolff's brands as well as the DKSH Group's overall earnings and profitability over time.

About Dr. Wolff Group

In its 110-year-old history, the family-owned and 4th generation run Dr. Wolff Group based in Bielefeld, Germany with its workforce of 595, is enjoying international growth. Ever since the company's launch, the focus has been firmly on research and the scientifically proven benefits of its products in order to find solutions to issues such as hair loss and skin problems. Thanks to clinical studies, it was proven in 2004 that through Alpecin shampoo, caffeine manages to reach the hair root and consequently stimulates hair growth. 2015 marked one of the Group's most successful years in its 110-year history. With its newly developed markets in Europe and Asia and new dermatological products, the Group increased its sales to € 265 million which is a record high. Dr. Wolff is active in more than 40 countries.

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. 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.

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