

Media release

DKSH partners with e-commerce company Tokopedia to distribute consumer goods in Indonesia

DKSH, through its Indonesian subsidiary, Wicaksana, has partnered with Indonesia's e-commerce firm, Tokopedia, to distribute consumer goods on the online application Mitra Tokopedia. The collaboration encompasses the two largest Indonesian islands Sumatra and Sulawesi.

Jakarta, Indonesia, July 26, 2019 – DKSH Business Unit Consumer Goods, an established Market Expansion Services provider for fast moving consumer goods in Asia, has partnered with Tokopedia, an e-commerce giant in Indonesia. DKSH, through its Indonesian partner Wicaksana, manages effective distribution of various consumer goods products. Different product categories from beverages to secondary needs are offered on Mitra Tokopedia, the Online-to-Offline (O2O) wholesale trading platform. The operation started in Sumatra and Sulawesi, the two largest islands of Indonesia.

Mitra Tokopedia is a marketplace application launched in 2018. It enables users to sell Tokopedia's digital products, such as Internet data packages, electricity tokens, Indonesia's medical coverage program (BPJS), game vouchers and much more. This year, its 2 MB-application has succeeded in reaching more than 200,000 partners in hundreds of cities and districts throughout Indonesia, and the numbers continue to grow.

This partnership allows orders before 10 a.m. on the application to be distributed to the sellers on the same day, while all orders after 10 a.m. will be delivered on the following day. The operation was kicked off in April 1, 2019 in Medan, North Sumatera, followed by West Sumatera on May 2, 2019.

"With 17,000 islands spanning from east to west across Indonesia, logistics and distribution are still considerable challenges in the market. DKSH's strong omni-channel expertise combined with Wicaksana's in-depth market experience make Tokopedia's wide product offering accessible for customers across Indonesia," said Patrick Stillhart, Vice President, Fast Moving Consumer Goods, Southeast Asia, DKSH.

Adi Putra, Business Head of New Retail Tokopedia, commented: "As an Indonesian technology company, Tokopedia has been a force that pioneers digital transformation in the country. It empowers millions of merchants and consumers across 97% of districts in Indonesia.

"In 2018, we launched Mitra Tokopedia to strengthen traditional retailers by providing a technology for reselling digital goods and for sourcing inventories efficiently. Together with DKSH and Wicaksana, we believe this synergy will create great added value for more than 200,000 partners of Mitra Tokopedia."

About Tokopedia

Tokopedia's mission is to democratize commerce through technology. Our vision is to build an ecosystem where anyone can start and discover anything. Today, we empower millions of merchants and users across our marketplace, logistics, payments and financial technology businesses.

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors. DKSH's portfolio of services includes sourcing, market insights, marketing and sales, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 35 markets with 33,000 specialists, generating net sales of CHF 11.3 billion in 2018. With its strong Swiss heritage and long business tradition since 1865, DKSH is deeply rooted in Asia Pacific.

For more information about DKSH, please visit <https://dksh.com/indonesia>

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Tokopedia

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