



Media release

## DKSH to drive sales for Church & Dwight in Thailand

**DKSH, the leading Market Expansion Services provider with focus on Asia, has been appointed by Church & Dwight, a prominent manufacturer from the USA, to drive sales of its personal care products in Thailand.**

Bangkok, Thailand, June 22, 2016 – DKSH Business Unit Healthcare, a leading partner for healthcare companies seeking to grow their business in Asia, will provide marketing, sales, distribution and logistics services for Church & Dwight in Thailand. Starting with Batiste dry shampoo, DKSH will drive market entry for Church & Dwight's products in Thai pharmacies, drug stores and supermarkets.

Batiste is a range of dry shampoos that refreshes hair between washes, with no water required. Products that will be initially available in Thailand include Original, Cherry, Blush, Wild and Heavenly Volume.

"The rising middle class in Asia is increasingly looking at innovative personal care products like Batiste that improve their daily lives. This provides a strong growth opportunity for us, yet without having a local distribution network or office in these markets, we are largely dependent on our partner DKSH. The company's services across the value chain allows us to focus on our core competencies while expanding our consumer base," said Arun Hiranandani, Director - Global Export, Church & Dwight.

The new agreement is the extension of a collaboration that started in Malaysia in 2002. DKSH's dedicated team will organize a range of above-the-line and below-the-line marketing and sales activities to increase the awareness of the Batiste brand. This includes a roadshow among major retail outlets in Thailand.

"Having been at home in Thailand since 1906, DKSH has built strong relationships with customers nationwide. We use this in-depth market knowledge to duplicate the success we have achieved for Church & Dwight in Malaysia," said John Clare, Vice President, Business Unit Healthcare, DKSH Thailand.

The agreement further strengthens DKSH's market position in Thailand while contributing to the Group's overall profitability over time.

### About Church & Dwight

Church & Dwight Co. Inc., a \$3.4 billion company, was founded in 1846 and is headquartered in Ewing, New Jersey. They are one of the fastest growing Consumer Packaged Goods companies that has outpaced the Standard & Poor's by more than three times over the last ten years. Church & Dwight is a leader in the Household Consumer Products and Personal Care industry, with such brands as ARM & HAMMER, Trojan, First Response, Nair, Spinbrush, OxiClean, Orajel and more. The Company's business is divided into three primary segments, Consumer Domestic, Consumer International and Specialty Products. The Consumer International segment sells a variety of household and personal care products, some of which use the same brands as their domestic product lines, in international markets, including Canada, France, Australia, the United Kingdom, Mexico, Brazil and China.

### 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,

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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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