

Media release

## DKSH helps Swiss Precision Diagnostics to expand in China

**DKSH, the leading Market Expansion Services provider with a focus on Asia, has signed an agreement with Swiss Precision Diagnostics, a joint venture of Procter & Gamble and ALERE, to provide commercial, distribution and logistics services for their Clearblue® products in China.**

Shanghai, China, April 24, 2014 – DKSH Business Unit Healthcare, a leading partner for healthcare companies seeking to grow their business in Asia, has signed a long-term agreement with Swiss Precision Diagnostics (SPD) for their Clearblue® product range. As SPD's first brand for the Chinese market, Clearblue® pregnancy and ovulation tests will be launched in the retail pharmacy and drugstore channels, whereby DKSH will provide commercial, distribution and logistics services.

Clearblue® is the world's leading brand in home pregnancy and fertility testing, supported by 25 years of expertise, quality and innovation in consumer diagnostics. In 2008 Clearblue® launched the world's first and only digital pregnancy test, which displays the pregnancy in words and also measures how far the pregnancy has progressed in terms of weeks. This digital test will be Clearblue's® hero product in China, while their products will be available to consumer as of July 2014.

"We are delighted to bring our superior product portfolio to China. China is the pregnancy test market with the biggest potential in the world and we are determined to become market leader over the coming years. We choose DKSH as our key partner due to their extraordinary selling and distribution capabilities and for the proven track record in expanding global brands in China," commented Riccardo Guitart, CEO, Swiss Precision Diagnostics.

"The partnership with SPD is an excellent opportunity for us to act as market expansion and channel management partner. We are proud to represent the world's leading brand in home pregnancy and fertility testing. Combining SPD's strength of product innovation and DKSH's distribution platform, brings benefits to our consumers in China," said John Woo, Head of Country Management, DKSH China.

The agreement between DKSH and SPD will further strengthen DKSH's market position and gradually contribute to the Group's overall profitability.

### About Swiss Precision Diagnostics

Swiss Precision Diagnostics (SPD), formed in 2007 as a joint venture between Procter and Gamble and ALERE, is a world leader in the research, design, production and supply of advanced consumer diagnostic products. Their brands, such as Clearblue® and Persona® are familiar in many countries, and are trusted for their accuracy and simplicity by women keen to know more about their own reproductive health. Clearblue® was the first brand to introduce a one-step pregnancy test, a one-minute test, a urine sample indicator, digitally displayed results and a Conception Indicator feature. Clearblue® offers a complete line of products to help a woman better understand her body's ovulation cycle and identify peak fertility days to maximize her chances of getting pregnant. The Clearblue® family of products in China includes Clearblue® Digital Pregnancy Test, Clearblue® PLUS Pregnancy Test and Clearblue® Easy Ovulation Test.

### About DKSH Group

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 March 2012, DKSH is a global company headquartered in Zurich. With 735 business locations in 35 countries – 710 of them in Asia – and 26,700 specialized staff, DKSH generated net sales of CHF 9.6 billion in 2013. 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 and market entry studies as well as importation, customs clearance, marketing and sales to physical distribution, invoicing and cash collection. Products available through DKSH Healthcare include ethical pharmaceuticals, consumer

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health, over-the-counter (OTC), as well as medical devices. With 150 business locations in 14 countries and around 9,050 specialized staff, Business Unit Healthcare serves over 160,000 customers and generated net sales of around CHF 4.3 billion in 2013.

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