

Media release

## Roland Berger and DKSH release the fourth Global Market Expansion Services report on digitization

**Roland Berger Strategy Consultants and DKSH today published the latest Global Market Expansion Services (MES) report, which highlights digitization and its importance for the Market Expansion Services industry. Based on data from leading research institutes, the report offers valuable insights to both Market Expansion Services providers and their clients and customers, helping decision-makers gain a better understanding of the opportunities and challenges of digital market expansion.**

Zurich/Munich, September 3, 2014 – In their most recent market study, Roland Berger Strategy Consultants have analyzed the Market Expansion Services industry for the fourth time. According to Roland Berger's independent research, the global MES volume grew up to USD 2.7 trillion in 2013. This growth dynamic is expected to continue until 2018, when the forecast volume will stand at USD 3.8 trillion with an average annual growth of 7.4%, meaning that the global MES market is again outperforming the global consumption market by 1% p.a.

The new report focuses on digitization, the transformation of business processes through digital technologies, and how it is impacting corporate business models. Digitization is a vital driving force of the 21st century and is moving up the agenda on companies' list of business priorities.

The three digitization trends – mobile commerce, business intelligence and smart infrastructures – will have a meaningful impact on companies within the next five years. Although digitization is not changing the fundamentals of doing business, it enables new business opportunities and opens up possibilities for growth and efficiency gains. These trends will affect the ways business transactions are conducted and how companies interact with their suppliers, customers and other stakeholders.

Opportunities for companies mainly come in the form of new communication, interaction and sales channels, access to and analysis of market intelligence data and innovative models to rejuvenate the sales process.

As highlighted in the report, digitization is expected to grow strongly – yet from a low base – in emerging markets and especially in the Asia Pacific region. Leading market research institutes forecast that, as of 2018, Asia Pacific is set to become the region with the busiest e-commerce activities and transactions in the world.

The report reveals that many companies – whether based in developed or emerging markets – have realized that future business success as well requires an active digital expansion to cope with changing shopping behaviors. However, only a few market players have yet successfully implemented a digital strategy. As companies often lack the key resources and capabilities to drive a digital initiative through omni-channeling, they are turning to qualified partners that have the experience and competence in providing integrated market expansion services.

According to the report, MES providers are the preferred choice for clients, as they are well positioned to provide them with the best mix of offline and online market expansion services. Cross-regional MES providers are optimally positioned to drive omni-channel market expansion. Due to their local presence, expertise and know-how, they are able to offer their clients superior services along the entire value chain and combine both online and offline services for market expansion and market development.

The report not only presents the latest trends and robust data on promising growth of the MES industry, but also explores how companies need to adapt their business models and strategies when it comes to digital market expansion. Finally, the report provides insights into the market potential of these services for both MES providers operating in Asia and their clients.

"To capture opportunities, Market Expansion Services providers' expertise is increasingly needed by all types of companies when it comes to digital market expansion," said Matthias Hanke, Managing Partner of Roland Berger Strategy Consultants Switzerland. "MES are gaining popularity because they allow these companies to pursue an integrated omni-channel approach and to offer a consistent customer experience across offline and online channels."

Dr. Joerg Wolle, President & CEO of DKSH, commented: "I am excited about the promising findings of the latest market study. I strongly believe that DKSH with its strong capillary distribution network as well as long-standing local knowledge has the ability to meet the increasing demand for digital Market Expansion Services. DKSH is optimally positioned not only to benefit from these trends, but also to support its clients and customers in implementing a successful omni-channel approach."

The study can be downloaded at [www.marketexpansion.com](http://www.marketexpansion.com)

#### **About Roland Berger Strategy Consultants**

Roland Berger Strategy Consultants, founded in 1967, is the only leading global consultancy with German heritage and of European origin. With 2,400 employees working from 36 countries, we have successful operations in all major international markets. Our 49 offices are located in the key global business hubs. The consultancy is an independent partnership owned exclusively by 220 Partners.

#### **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 27,200 specialized staff, DKSH generated net sales of CHF 9.6 billion in 2013. The company offers a tailor-made, integrated portfolio of sourcing, marketing, sales, distribution, and after-sales services. It provides business partners with expertise as well as on-the-ground logistics based on a comprehensive network of unique size and depth. Business activities are organized into four specialized Business Units that mirror DKSH fields of expertise: Consumer Goods, Healthcare, Performance Materials, and Technology. With strong Swiss heritage, the company has nearly a 150-year-long tradition of doing business in and with Asia, and is deeply rooted in communities and businesses across Asia Pacific.

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