



Media release

DKSH brings WMF's automatic coffee machines to China

DKSH, the leading Market Expansion Services provider with a focus on Asia and WMF, one of the leading premium manufacturers for cutlery, cook, tableware and professional coffee machines, have signed an exclusive distribution agreement for WMF's whole range of fully automatic coffee machines for China.

Beijing, China, October 31, 2014 – According to the exclusive agreement, DKSH's Business Unit Technology will provide WMF with the complete range of Market Expansion Services including market analysis and research, marketing and sales, distribution and logistics as well as after-sales services in China. DKSH provides in-depth sales competence and has a proven track record in the hospitality equipment industry. Coupled with its reliable service network, DKSH is the partner of choice for WMF's business expansion in China.

Asia and especially China is a key market for WMF to further strengthen its market position as a leading international manufacturer of fully automatic coffee machines. "The cooperation with DKSH is an important milestone of our long-term growth strategy", commented Peter Feld, CEO, WMF. "We look forward to working together with our strong partner DKSH to accelerate our activities in the Chinese market and to benefit from the excellent growth prospects," he added.

DKSH provides access to a broad range of customers in the hospitality industry in China, ranging from premium hotels and restaurants to various chain customers in the convenience store, bakery and coffee chain segments. WMF's extensive range of professional, fully automatic coffee machines will add value to DKSH's existing and new customers and help them to operate innovative and profitable coffee concepts.

Hanno Elbraechter, Head Business Unit Technology at DKSH, stated: "We highly appreciate that WMF took this important strategic decision to work with us in China. WMF's products are a great addition to our comprehensive hospitality equipment solution portfolio and we are confident that this partnership will lead to sustainable, profitable growth of WMF's business in China."

"The team and myself are very excited about marketing, selling and servicing WMF's automatic coffee machines. The strong reputation for quality of WMF's products is a natural match with our motivated and well-trained specialists", commented Daniel Meyer, Vice President Business Unit Technology, DKSH China.

About WMF

WMF is one of the leading premium manufacturers of cutlery, tableware and kitchen products as well as professional coffee machines. It offers its customers high-quality, innovative products that are distinguished by their sophisticated design and outstanding functionality. The company sets standards with its many innovations and is an important source of inspiration within the market. It is an organization with a long tradition, having been founded in 1853 in Geislingen/Steige, and now operates on an international scale with 6,000 employees at more than 40 locations. WMF plans to strengthen its position in the future as a premium brand in the Consumer Goods, Coffee Machines and Professional Hotel Equipment business, especially in the growth market of 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 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

Think Asia. Think DKSH.

DKSH Business Unit Technology is the leading provider of Market Expansion Services covering a broad range of cutting-edge technical systems and applications. The Business Unit offers solutions for capital investment goods and analytical instruments in the areas of manufacturing and production, energy, research, food & beverage, advanced metals and infrastructure. The service portfolio covers market entry studies and consultancy, marketing, sales, application engineering, after-sales services, and project financing. With 85 business locations in 17 countries and around 1,190 specialized staff, including 450 service engineers, Business Unit Technology generated net sales of CHF 364 million in 2013.

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