

Media release

DKSH opens Thai healthcare market for Saraya

DKSH, the leading Market Expansion Services provider with a focus on Asia, has signed an agreement with the Japanese health and hygiene products manufacturer Saraya to market and distribute the company's hand sanitizers, instrument cleaners and disinfectants in the Thai healthcare sector.

Bangkok, Thailand, January 9, 2015 – DKSH Business Unit Healthcare, the leading Market Expansion Services provider for healthcare companies seeking to grow their business in Asia, will provide marketing, sales, logistics, distribution and after-sales services for Saraya's products in hospitals, clinics and pharmacies across Thailand. The agreement showcases DKSH's strong position to help Japanese companies grow in the ASEAN region, thereby driving intra-Asian growth.

"Working with DKSH in Thailand allows us to tap into the company's network of unique scope and depth. The company's portfolio of Market Expansion Services goes beyond distribution and logistics and into marketing and sales. Their knowledge of the market and relationship with stakeholders will enable us to grow in the promising Thai market," said Kentaro Nishikawa, Managing Director, Saraya International (Thailand).

"DKSH has a long history of growing the business of Japanese companies in South East Asia. Outsourcing certain activities to a Market Expansion Services provider like DKSH is a proven way for success in a new market, allowing the company to focus on their core competencies. Saraya's range of high-quality products will be a valuable addition for the Thai healthcare sector," said Bernd Lepper, Regional Vice President, Thailand, Malaysia, and Singapore, DKSH Healthcare.

A growing number of Japanese firms are discovering the emerging markets in South East Asia as targets for expansion, thereby driving intra-Asian growth. With its 150 years' history in Japan and pan-Asian footprint, DKSH is well positioned to help Japanese clients to expand their Asian footprint. The agreement will further strengthen DKSH's market position in the region while contributing incrementally to the Group's overall profitability over time.

About Saraya

Saraya is Japan's leading manufacturer in the fields of public hygiene, food sanitation, healthcare infection control and earth-friendly products. Saraya's alcohol hand gel and alcohol sanitizer occupies top share* in Japanese medical related facilities.

*Saraya internal research

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.

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 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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