

Media release

Roland Berger Strategy Consultants released its fourth report on the Market Expansion Services industry in Asia and projects a promising annual market growth of 7.4% up to 2019

DKSH, the leading Market Expansion Services provider with a focus on Asia, operates in an attractive market with a projected growth of 7.4% per year up to 2019, as confirmed by the most recent market study conducted by Roland Berger Strategy Consultants.

Zurich, Switzerland, February 11, 2015 – With its most recent market study, Roland Berger Strategy Consultants analyzed the development and growth expectations of the Market Expansion Services (MES) industry in Asia for the fourth time. The study focuses on four key industries: fast moving consumer goods (FMCG), healthcare products, specialty chemicals and engineered products. Geographically, the report looks at Southeast Asia, Greater China which includes China, Hong Kong and Taiwan as well as Northeast Asia (including Japan). According to Roland Berger Strategy Consultants' independent research, the MES market volume in Asia for 2014 reached a total of USD 595 billion and is estimated to rise up to USD 851 billion by 2019, equivalent to an MES market growth rate of 7.4% per year for the forecast period.

This average annual growth rate of 7.4% is a slightly lower compared to the 7.8% growth forecast in last year's report and is a direct reflection of the recent short-term challenges in some Asian markets. Growth forecasts for the FMCG and healthcare sector remain nearly stable while expectations for specialty chemicals and engineered products were slightly adjusted downward in comparison to last year's projections.

The long-term growth drivers of the Market Expansion Services industry remain a healthy overall Asian economy, a fast-growing middle class with a high share of disposable income and an increase in inner-Asian trade. A more complex and volatile market environment and companies increasingly focusing on their core competencies due to higher cost pressure from competition further boost the demand for Market Expansion Services. Compared to the findings of last year's study, MES providers further increased their market share of the total consumption market in 2014.

According to the report, DKSH remains the leading pan-Asian cross-industry MES provider.

"We are delighted, that Roland Berger Strategy Consultants once again confirmed the promising growth potential of the Market Expansion Services industry. We, as the leading pan-Asian cross-industry MES provider, are convinced that we are best positioned to capture these opportunities and foster our market position," said Martina Ludescher, Head Corporate Development at DKSH.

The report is based on data from leading institutes and offers valuable insights for market expansion services providers operating in Asia as well as their clients and customers.

The full report as well as the highlights are available for download [here](#).

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

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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 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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