

Media release

## **DKSH starts collaboration with Fukuda Denshi in the Thai medical devices market**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, has signed an agreement with Fukuda Denshi to market and distribute the company's electrocardiograph, patient monitor and ultra sound products in the Thai medical devices market.**

Bangkok, Thailand, March 11, 2015 – DKSH Business Unit Healthcare, a leading partner for healthcare companies seeking to grow their business in Asia, will provide marketing, sales, distribution and logistics as well as after-sales services for Fukuda's products across Thailand. The agreement underlines that Thailand continues to remain a solid investment opportunity for foreign companies.

"DKSH has built a strong reputation for building brands in the medical devices sector. The company's direct access to customers, its understanding of the market and ability to deliver services across the value chain are unrivalled," said Masanori Kubo, General Manager International Sales, Fukuda Denshi Co. Ltd. According to a recent report by Roland Berger Strategy Consultants, the medical devices market in Thailand is the largest one in South East Asia, with an expected 9.0% annual market growth rate in the Kingdom until 2019.

"Thailand continues to be a promising market with strong business opportunities for Japanese companies like Fukuda Denshi. Outsourcing services to DKSH allows clients to focus on their core competencies while growing their business in new markets with us," said John Clare, Vice President, Business Unit Healthcare, DKSH Thailand.

A growing number of Japanese firms are discovering the emerging markets in South East Asia as targets for expansion, thereby driving inner-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 Fukuda Denshi**

Fukuda Denshi, which succeeded in 1939 in developing the first electrocardiograph (ECG) ever produced and now one of the leading medical devices companies in Japan, has continued enhancing its knowhow as a pioneer of the electrocardiograph in this country while building a firm foundation in the medical equipment industry and continuing to grow along with the daily-evolving health and medicine fields.

Going forward, we are aiming to establish a brand that is trusted by the entire world and to develop and sell "Fukuda-created" products which can make a contribution in global markets as well as in Japan, as we strongly challenge ourselves to grow from the "Fukuda Denshi of Japan" to the "Fukuda Denshi of the world."

### **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 750 business locations in 35 countries – 720 of them in Asia – and 27,600 specialized staff, DKSH generated net sales of CHF 9.8 billion in 2014. In 2015, DKSH celebrates its 150th anniversary. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia, and is deeply rooted in communities and businesses across Asia Pacific.

**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, regulatory services, market entry studies, importation, customs clearance, marketing and sales, physical distribution, invoicing and cash collection. Products available through DKSH Healthcare include

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pharmaceuticals, consumer health and over-the-counter (OTC) products, as well as medical devices. With 150 business locations in 14 countries and around 9,200 specialized staff, Business Unit Healthcare serves over 150,000 customers and generated net sales of around CHF 4.5 billion in 2014.

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