

Media release

## **DKSH to provide Market Expansion Services for Suntory in Asia**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, has signed an agreement with Suntory Beverage & Food Malaysia, a subsidiary of the leading global Japanese soft drink company, to provide commercial and distribution services for its Ribena beverages and confectionary products in Hong Kong, Malaysia and Singapore.**

Bangkok, Thailand, May 28, 2015 – DKSH Business Unit Consumer Goods, Asia's leading Market Expansion Services provider for Fast Moving Consumer Goods, has signed an agreement with Suntory Beverage & Food Malaysia to provide distribution, logistics, field marketing as well as credit and collection services for the Ribena™ brand across retail channels in Hong Kong, Malaysia and Singapore.

Ribena, a well-known brand in Asian households with over 70 years of history, has recently been acquired by Suntory. Product categories under this partnership include Ribena's fruit drink concentrate, ready-to-drink beverage and confectionary.

The Osaka-headquartered Suntory Beverage & Food selected DKSH for Ribena because of its extensive capillary distribution network and strong track record of building fast moving consumer goods in Asia. Both companies already enjoy a long-term relationship across various Asian markets.

"We aim to leverage on DKSH's solid organization and strong capabilities along the value chain, most notably its supply chain and commercial strengths. The collaboration is a next step in further enhancing the availability and visibility of our products in the retail channels," said Mr. Kosuke Fujishima, Head Of Corporate Planning (Regional) & Director, Suntory Beverage & Food Malaysia. "Suntory's commitment to the people in Malaysia, Singapore and Hong Kong remains steadfast, especially in providing even better products and services through improved delivery time and communication", Mr. Fujishima added.

"DKSH's ability to duplicate success across markets, extensive network of customers and deep knowledge of the local market will help widen the availability of Ribena products in the market. The collaboration underlines DKSH's leadership position in the beverages and confectionary category and in growing the business of companies with Asian origin," said Bo Nielsen, Deputy Head Business Unit Consumer Goods, DKSH.

The new partnership will further strengthen DKSH's position in Asia and support the growth of inner-Asian trade while contributing incrementally to the Group's overall profitability over time.

### **About Suntory Beverage & Food**

Suntory Beverage & Food Ltd ("SBF") is a leading global soft drink company, headquartered in Japan and listed on the Tokyo Stock Exchange, with an integrated platform across five key regions: Japan, Europe, Oceania Southeast Asia and the Americas. SBF has an extensive product line-up and in 2012 was the number four supplier of soft drinks globally and second in Japan. SBF's vision is to be the leading global soft drink company recognized for its premium and unique brands. SBF is a core company of Suntory Group, which was founded in 1899. With global consolidated sales of over GBP 12 billion in 2012, Suntory has a range of businesses encompassing alcoholic beverages, wellness, food, restaurants and flowers with approximately 200 companies and 29,000 employees across Japan, Europe, Asia, Oceania and the Americas.

### **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 –

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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 Consumer Goods** is Asia's leading Market Expansion Services provider with a focus on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products, as well as hair and skin cosmetics. The Business Unit's comprehensive Market Expansion Services extend from product feasibility studies and registration to importation, customs clearance, marketing and merchandising, sales, warehousing, physical distribution, invoicing, cash collection, and after-sales services. With 640 business locations in 22 countries and around 14,560 specialized staff, Business Unit Consumer Goods serves 300,000 retail outlets on a daily basis and generated net sales of CHF 4.1 billion in 2014.

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