



Media release

## **DKSH and Levi's® raise funds to help earthquake victims in Nepal**

**DKSH, the leading Market Expansion Services provider with a focus on Asia and Levi's® raised funds for the victims of the recent Nepal earthquake. A cheque amounting to THB 80,752 was presented to the embassy of Nepal in Bangkok by DKSH employees and a team of local cyclists.**

Bangkok, Thailand, June 4, 2015 - DKSH Thailand, the exclusive franchisee and distributor of Levi's® in Thailand, organized the "Levi's® Commuter Workspace" fundraising campaign to support the earthquake disaster relief efforts in Nepal. Money was raised from selling Levi's® Commuter Cycling caps at the Artists' Bike Show and Creative Ride Retro event at the HOF ART Residency at W-District. Further funds were donated by DKSH employees.

Thanks to the campaign, funds amounting to THB 80,752 were collected and presented to Dornath Aryal, Counsellor of the mission and Deputy permanent representative to the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP). The cheque was handed over by representatives from the "Creative Ride Retro" cyclist team who rode to the Nepal embassy in Bangkok. Mr. Aryal thanked the Levi's® team and encouraged Thai people to continue to support Nepal.

"Thanks to all the people who joined the Levi's® Commuter Workspace fundraising campaign and to the cycling group for their support. We are proud to assist the earthquake victims in Nepal," said Peter Hornby, General Manager Consumer Goods, Fashion Apparel, DKSH Thailand.

### **For more Nepal Information:**

<http://www.nepalembassybangkok.com/>

### **For more Levi's® Commuter information:**

<http://www.levisthailand.com/product/levicommuter>

### **For more Levi's® information please visit:**

Instagram @levis\_thailand

[www.facebook.com/levis](http://www.facebook.com/levis)

[www.levisthailand.com](http://www.levisthailand.com)

### **About Levi's® brand**

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® range of jeans wear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit [www.levi.com](http://www.levi.com)

### **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.

**Think Asia. Think DKSH.**

**About DKSH Thailand**

Since its establishment in Thailand in 1906, DKSH has been a leading player in providing Market Expansion Services for the consumer goods, healthcare, performance materials, and technology industries. Although it is a Swiss company, DKSH is deeply rooted in the local community. This is because the company is able to draw from a tradition, lasting over a century, of doing business in and with the nation. Through its industry expertise and unparalleled experience in offering Market Expansion Services tailored to the specific needs of its business partners, Thailand has evolved into the most important hub within DKSH's dynamic network. In the region, the Thailand operation serves as a role model in leveraging success stories to other countries.

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