

Media release

DKSH gives Red Bull Wings in New Zealand

DKSH, the leading Market Expansion Services provider with a focus on Asia Pacific, has renewed its agreement with Red Bull, the world's most popular energy drink, continuing a very successful partnership.

Palmerston North, New Zealand, August 14, 2015 – DKSH Business Unit Consumer Goods, Asia's leading Market Expansion Services provider for fast moving consumer goods, will continue to offer field marketing and sales services for Red Bull in the grocery retail channel in New Zealand.

Calling on all supermarkets in New Zealand, DKSH provides Red Bull significant depth and quality of distribution. With its large sales force, DKSH is able to offer long-term customer relationships that add more value and quality at each sales call. DKSH's field marketing tools give Red Bull a full overview on the distribution status, share of shelf, promotional compliance and other core sales drivers.

Gavin Pook, General Manager, Red Bull New Zealand, said: "The team at Red Bull looks forward to a healthy, positive and prosperous continuation of the business partnership that both Red Bull and DKSH have invested in for more than two years. I very much believe that we are on the right track and together have a lot of potential to grow both our businesses."

Russell Wilson, Managing Director, Business Unit Consumer Goods, DKSH New Zealand Limited, added: "It is a great privilege to be able to extend our partnership with Red Bull. Our businesses complement each other very strongly. Red Bull's unique and powerful above-the-line product combined with DKSH's strong in-store marketing and sales activities will help both organizations improve and grow into the future."

The renewal of the agreement between DKSH New Zealand and Red Bull will enable a continued positive trend in DKSH's market position and contribution to the Group's overall profitability over time.

About Red Bull

Red Bull is a privately owned company, producing and distributing the Red Bull energy drink in more than 160 countries worldwide. The company was founded by Dietrich Mateschitz in Austria in 1984 and launched Red Bull onto the Austrian market in 1987. Employing over 7,500 people throughout the world, its corporate headquarters are located in Fuschl am See, Austria.

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia Pacific. 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 Pacific, and is deeply rooted in communities and businesses across Asia Pacific.

DKSH Business Unit Consumer Goods is Asia Pacific'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 310,000 retail outlets on a daily basis and generated net sales of CHF 4.1 billion in 2014.

Think Asia. Think DKSH.



For further information please contact:

DKSH New Zealand Limited

Michelle McEwen
Brand Champion
Phone +64 6 350 1712
michelle.mcewen@dksh.com