

Media release

## **DKSH wins Lotus Bakeries' Most Creative Partner Award**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, has won the Lotus Bakeries' Most Creative Partner Award for proactively raising various trade marketing activities to support the business of Lotus Bakeries in China.**

Shanghai, China, October 6, 2015 — DKSH Business Unit Consumer Goods, Asia's leading Market Expansion Services provider for Fast Moving Consumer Goods, started the collaboration with Lotus Bakeries in 2014. Services provided include marketing and sales as well as distribution and logistics for Lotus Bakeries's Biscoff (previously named Original Caramelized Biscuits).

The distribution network of DKSH in mainland China together with its strong relationship with channel partners enabled unbeatable sales performance. Today, Biscoff is the best-selling imported biscuit in the local consumer market.

"The proven capability of DKSH to quickly set up the business of Lotus Bakeries is remarkable. It is no surprise that DKSH won the Most Creative Partner Award in our annual dealer meeting," said Martin de Beco, Finance & Supply Chain Manager, Lotus Bakeries.

"The award is a testimony to our strong track record in building famous fast moving consumer goods brands in China. We will continuously leverage the best possible Market Expansion Services for our clients," said Victor Hew, Regional Vice President, FMCG – Hong Kong, Taiwan and PRC.

The award will further strengthen DKSH's market position and gradually contribute to the Group's reputation as the leading Market Expansion Services provider with focus on Asia.

### **About Lotus Bakeries**

Lotus Bakeries focuses on authentic specialties from the biscuit and cake world: Biscoff (Original Caramelised Biscuits), gingerbread, cake specialties, waffles and galettes, pepparkakor biscuits and dinosaur biscuits. Lotus Bakeries, with headquarters in Belgium, is a dynamic and international company present in over 45 countries with production facilities in Belgium, the Netherlands, France and Sweden, sales organization in 10 European countries, the United States, Hong Kong, China, Chile and an export department for the other countries. For further information about Lotus Biscoff in China, please connect to: [www.lotusbakeries.cn](http://www.lotusbakeries.cn)

### **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 Consumer Goods** is Asia's leading Market Expansion Services specialist 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 exceeding CHF 4.1 billion in 2014.

**Think Asia. Think DKSH.**

**For further information please contact:**

**DKSH Holding Ltd.**

Till Leisner  
Head, Group Investor & Media Relations  
Phone +41 44 386 7315  
[till.leisner@dksh.com](mailto:till.leisner@dksh.com)

Dominique Nadelhofer  
Manager, Group Media Relations  
Phone +41 44 386 7228  
[dominique.nadelhofer@dksh.com](mailto:dominique.nadelhofer@dksh.com)