

Media release

## **DKSH and Energizer extend long-term collaboration in Thailand**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, and Energizer have extended their collaboration to drive sales of its batteries and flashlight brands across Thailand.**

Bangkok, Thailand, November 4, 2015 – DKSH Business Unit Consumer Goods, Asia's leading Market Expansion Services provider for Fast Moving Consumer Goods, will now as well provide marketing and sales services to the Energizer and Eveready brands across retail outlets in Thailand.

DKSH's integrated field marketing services are delivered through the joint venture DKSH Smollan Field Marketing (DSFM), which was established in Malaysia in 2009 and expanded across Asia, including Thailand.

In addition to the marketing and sales offering, DKSH will continue to provide distribution and logistics services for the Energizer and Eveready brands in Thailand. The collaboration between both companies started in Thailand in the 1960s and also spans Cambodia, Laos and Vietnam.

"Energizer and DKSH enjoy a long relationship across South East Asia. DKSH has played an important role in building our brands in the markets. The extended collaboration in Thailand allows us to further tap into the company's network and expertise to turn even more shoppers into buyers," said Alberto Ramirez-Icaza, Asia Developing Markets Hub Leader, Energizer.

"At DKSH, we continuously challenge ourselves to find additional growth opportunities for our clients and customers. Having been at home in Thailand for almost 110 years, we combine our strong category and market knowledge with modern field marketing solutions to support Energizer's growth," said Leonard Tan, Vice President Business Unit Consumer Goods, DKSH Thailand.

This extended partnership will further strengthen DKSH's market position in Thailand while contributing incrementally to the Group's overall earnings and profitability over time.

### **About Energizer**

Energizer Holdings, Inc. manufactures and markets primary batteries and portable lighting products under the Energizer and Eveready brands worldwide. The company offers lithium, performance alkaline, alkaline, carbon zinc, silver zinc, zinc air, nickel metal hydride, nickel cadmium and lithium ion batteries; and hearing aid, photo, and specialty batteries, as well as battery chargers. It also provides flash lights, hands free lighting products, area lights, novelty lighting products, and kids lights. The company is headquartered in St. Louis, Missouri.

### **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 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

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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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