



Media release

DKSH and Henkel expand partnership in Myanmar

DKSH, the leading Market Expansion Services provider with a focus on Asia, and Henkel, a global company with leading market positions in the consumer and industrial businesses, have expanded their collaboration in Myanmar. Under the new agreement, DKSH will make a range of beauty care products available to consumers nationwide.

Yangon, April 3, 2015 – DKSH Business Unit Consumer Goods, Asia's leading Market Expansion Services provider for fast-moving consumer goods, will provide marketing, sales, distribution and logistics services to Henkel's Beauty Care unit in Myanmar. The range of Schwarzkopf hair color and Fa deodorants will be available in modern and traditional trade channels nationwide.

DKSH and Henkel cooperate in Asian eight markets in total: Cambodia, China, Hong Kong, Malaysia, Myanmar, Singapore, Thailand and Vietnam. In 2013, DKSH helped Henkel enter the promising Myanmar market with its laundry detergent business and now extends its service offerings to the beauty care industry.

"We are committed to providing consumers worldwide access to high-quality products. As one of Asia's latest economies to open up, the emerging Myanmar market represents great opportunities. The 20-year experience of DKSH in Myanmar will enable us to establish our internationally successful brands and products in the country and grow our market presence," said Tim Petzinna, Head of Regional Sales for Asia Pacific, Henkel Beauty Care.

"Over the past two decades we have developed a strong distribution network and effective sales and marketing organization in Myanmar. Our professional sales force nationwide is equipped with advanced automation tools to serve our business partner in the best way. We are confident that the partnership will help Henkel become a leader in the beauty segment in Myanmar," said Preman, Head of Country Management, DKSH Myanmar.

The partnership strengthens DKSH's market position and gradually contributes to its overall profitability over time.

About Henkel

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite. Henkel employs almost 50,000 people and reported sales of 16.4 billion euros and adjusted operating profit of 2.6 billion euros in fiscal 2014. Henkel's preferred shares are listed in the German stock index DAX.

Henkel Beauty Care holds leading market positions worldwide, and its brand-name products business is continuously expanding. The business unit develops, produces and sells numerous successful high-quality products (hair, body, skin and oral), which are available in 150 countries worldwide.

Beauty Care is active in the Branded Consumer Goods as well as the professional Hair Salon business. We hold leading market positions in all of the international market segments. Henkel Beauty Care stands for brand-name products in the fields of hair colorants, hair styling, hair care, body care, skin care, and oral care. Schwarzkopf Professional is among the world's three leading suppliers of hair salon products.

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.

Think Asia. Think DKSH.

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.

The company offers a tailor-made, integrated portfolio of sourcing, marketing, sales, distribution and after-sales services. It provides business partners with expertise as well as on-the-ground logistics based on a comprehensive network of unique size and depth. Business activities are organized into four specialized Business Units that mirror DKSH fields of expertise: Consumer Goods, Healthcare, Performance Materials, and Technology.

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.

About DKSH Myanmar

DKSH Myanmar is the leading provider of Market Expansion Services in Myanmar. Operating in Myanmar since 1995, we provide clients and customers integrated and tailor-made services along the entire value chain, offering any combination of sourcing, marketing, sales, distribution, and after-sales support services.

With over 1,600 specialists, DKSH Myanmar provides business partners with a wide range of knowledge and experience, combined with deep industry expertise in the specialized Business Units of Consumer Goods, Healthcare, Performance Materials and Technology. The company has strong linkage throughout the country from the head office in Yangon to branches in Mandalay, Myitkyinar, Taungyi, Mawlamyaing and Lashio. We serve more than 28,300 customers in the country.

Our organizational structure is built on all four Business Units: Consumer Goods, Healthcare, Performance Materials and Technology.

For further information please contact:

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