

Media release

DKSH Smollan Field Marketing expands to Myanmar and Singapore

DKSH, the leading Market Expansion Services provider with a focus on Asia, today announced the geographic expansion of its joint venture DKSH Smollan Field Marketing to Myanmar and Singapore.

Yangon, July 2, 2015 – DKSH Smollan Field Marketing (DSFM), a joint venture of DKSH and retail solutions company Smollan, continues its geographic expansion by delivering its full portfolio of retail services to Myanmar and Singapore. The expansion allows clients and customers in the consumer goods sector to tap into a more comprehensive suite of offerings.

DSFM was established in Malaysia in 2010 and has grown into a regional organization with over 3,500 dedicated field sales and retail execution experts across Malaysia, Taiwan, Thailand, Vietnam and now Myanmar and Singapore.

Retail services offered by DSFM include order facilitation and management, merchandising, shopper engagement and activation services such as in-store and outdoor sampling, push-sales promoters, product detailing, event management and visual designs.

Sean Leas, Managing Director South East Asia, DKSH Smollan Field Marketing, said: "Asia has become an increasingly attractive market for consumer goods companies of any size, leading to increased competition across channels including retail stores. DSFM now further extends our service offering for clients in Myanmar and Singapore, with the most engaging in-store activities, delivered by the best trained field marketers and supported by our bespoke modern field technology and reporting solutions."

Bruno Sidler, Chief Operating Officer, DKSH, said: "The expansion of our joint venture with Smollan allows us to lift our in-store merchandising activities in Myanmar and Singapore to a higher level. Not only can we deliver our products into retail channels across Asia, we also have the capabilities to turn shoppers into buyers. Deep category insights delivered by our field marketers help us to create winning sales strategies for our clients and customers."

The geographic expansion of DSFM will strengthen DKSH's market position in Asia over time.

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 a 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 DSFM

DKSH Smollan Field Marketing (DSFM) is a joint venture between DKSH and Smollan, established five years ago in Malaysia, that has expanded to many other markets in Asia. The joint venture centers on advancing the current merchandising solutions offered by DKSH into a more comprehensive retail solutions offering.

Think Asia. Think DKSH.

About Smollan

Smollan is a leading international retail solutions company, focused on perfecting retail and shopper experiences. Smollan is the pivot point where the retailer, brand owner and shopper intercept. They deliver growth for retailers and brand owners across five continents through leading solutions in field sales and retail execution, activation, and information and technology.

With extensive industry experience, an exceptional human platform and sophisticated systems, Smollan has provided consistent excellence in operational execution since 1931.

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