



Media release

DKSH and P&G extend partnership to address increasing health, hygiene and cleaning needs in Hong Kong and Macau

Hong Kong, November 25, 2020 – DKSH Business Unit Consumer Goods, the leading partner for FMCG companies seeking to grow their business in Asia and beyond, and global consumer goods company Procter & Gamble (P&G) have announced a multi-year extension to their existing successful partnership in Hong Kong and Macau. DKSH will provide independent trade distribution and selling capability as well as chain retailer field marketing and logistics support across a number of P&G's business sectors.

"We look forward to continuing our partnership with DKSH in Hong Kong and Macau. With our existing health, hygiene and beauty brands in both markets, as well as new brands that we will launch, our goal is to ensure we continue to play a positive role in improving the lives of families and communities in Hong Kong and Macau, said Michael Yates, Senior Vice President, Hong Kong, Macau and Taiwan for P&G.

With a dedicated team of around 200 people on the P&G business alone and a unique capillary distribution network, DKSH will drive excellence in sales and in-store execution and create a positive shopping experience across all trade channels.

"We help clients simplify their operations and decrease time spent on distributor management to let them focus on innovation and production of superior quality products. This extension is an example of DKSH's capabilities as a pan-Asian services provider for multinational FMCG companies. We are fully committed to driving availability and visibility of P&G's renowned brands and look forward to a long-lasting partnership," jointly commented Terry Seremetis, Head of Business Unit Consumer Goods at DKSH, and Nicole McMillan, Vice President of FMCG, DKSH Hong Kong.

About Procter & Gamble

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and information about P&G and its brands.

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps companies to grow across the Business Units Healthcare, Consumer Goods, Performance Materials and Technology. The service portfolio covers sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 36 markets with 33,350 specialists, generating net sales of CHF 11.6 billion in 2019. With its Swiss heritage, DKSH has been deeply rooted in Asia Pacific since 1865. The DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. With around 20,300 specialists, the Business Unit generated net sales of CHF 4.1 billion in 2019.



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