

Media release

DKSH to drive presence for PepsiCo in New Zealand

DKSH, the leading Market Expansion Services provider with a focus on Asia Pacific, and PepsiCo Australia & New Zealand, a market leader and supplier of drinks and snack foods, have entered a partnership for New Zealand.

Palmerston North, New Zealand, October 1, 2018 – DKSH Business Unit Consumer Goods, a leading Market Expansion Services provider for Fast Moving Consumer Goods, has signed an agreement with PepsiCo Australia & New Zealand to provide merchandizing services for its business unit Bluebird Foods in New Zealand.

PepsiCo's Bluebird Foods New Zealand was established in 1953 and is one of the biggest snack food manufacturers in the country. DKSH will drive in-store presence of leading New Zealand brands, including Copper Kettle, Dorito's, Krispa, Nobbys, Le Snak, Red Rock Deli and Sunbites in the New World, PAK'nSAVE and Countdown supermarkets.

Daniel Engeman, National Sales Manager – Grocery, PepsiCo, commented: "At Bluebird, we are very excited about our business partnership with DKSH for the merchandizing services in NZ Grocery. We are eager to build on significant learnings and feedback from the industry and directly from retailers. By partnering with DKSH, we will deliver a high-quality, value-added service to the trade and drive sales growth for both Bluebird and our retail partners."

Fleur Morgan, Field Marketing Manager, DKSH New Zealand, commented: "It is an amazing opportunity for DKSH New Zealand to partner with PepsiCo to help drive sales growth for Bluebird by providing outstanding merchandizing services in NZ Grocery. We look forward to building a strong and successful partnership with PepsiCo while growing both of our businesses."

The agreement in New Zealand strengthens DKSH's commitment to providing Market Expansion Services for PepsiCo by building on existing relationships in Cambodia, China, Hong Kong, Malaysia, Myanmar, Singapore, Thailand and Vietnam.

About PepsiCo Australia & New Zealand

PepsiCo Australia & New Zealand is home to some of the world's most recognized and respected brands including Pepsi Max, Gatorade, Doritos and Quaker, together with local favourites like Smith's Chips, Red Rock Deli, Copper Kettle, Bluebird Chips and Twisties. From beverages to snacks, we offer consumers a broad range of product choices from simple treats to healthier offerings.

PepsiCo Australia & New Zealand employs 2,500+ Australians & New Zealanders and encompasses four business units – The Smith's Snackfood Company, PepsiCo Beverages and Bluebird Foods New Zealand. PepsiCo Australia & New Zealand is part of the global PepsiCo Inc., family which is comprised of four major divisions: PepsiCo Americas Beverages, PepsiCo Americas Foods, PepsiCo Europe, PepsiCo Middle East and Africa.

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 2012, DKSH is a global company headquartered in Zurich. With 825 business locations in 37 markets – 800 of them in Asia – and 31,970 specialized staff, DKSH generated net sales of CHF 11.0 billion in 2017. DKSH was founded in 1865. 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.

Think Asia. Think DKSH.

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, capillary physical distribution, invoicing, cash collection and after-sales services. With 700 business locations in 22 markets and around 18,340 specialized staff, Business Unit Consumer Goods serves 310,000 retail outlets on a daily basis and generated net sales of CHF 3.6 billion in 2017.

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