

PT Wicaksana O.I. Tbk.

Media release

Wicaksana embarks on a new journey with the change of its logo

DKSH and its subsidiary PT Wicaksana Overseas International Tbk., an established distributor of consumer goods and pharmaceutical products in Indonesia, have merged even further through Wicaksana's new logo. This change marks DKSH's and Wicaksana's new journey in strengthening their businesses in Indonesia.

Jakarta, Indonesia, October 4, 2019 – The underlying goal of any business is to drive growth. DKSH achieves this by providing companies access and expertise to grow in and with Asia. That is what we call Market Expansion Services. The acquisition of the majority of PT Wicaksana's shares in 2017 provided the basis for DKSH's market entry in Indonesia with Business Units Consumer Goods and Healthcare.

After being part of DKSH for two years, Wicaksana is delighted to introduce its new logo in line with DKSH's look and feel, referencing the Fantree plant. DKSH's brand is more than just a logo. It's a promise to provide unparalleled expertise and capabilities in driving the businesses of clients and customers forward, and to keep this promise with trust, integrity and reliability. The Fantree has been the company's brand mark for over 100 years. It symbolizes DKSH's long heritage of being deeply rooted in the communities it serves. The Fantree also stands for DKSH's unrelentingly entrepreneurial spirit and the unique combination of versatility and adaptability that is at the heart of the company. The fan of leaves represents the many activities; the red color in the logo calls to mind its Swiss heritage and the firmly rooted Fantree symbolizes the entrenched connection with Asia.

With a strategy for growth and in-depth knowledge gathered in specialized Business Units, DKSH focuses on consistently delivering results. Two years after the acquisition, Wicaksana has been growing rapidly ever since. Wicaksana operates across Indonesia's major cities and has more than 1,000 employees. The acquisition has helped build trust and has secured big partnerships with both multinational and local companies. The client portfolio includes names, such as Mars, Unilever Asia or Coca Cola Distribution Indonesia, but also Tokopedia, as a local giant in the e-commerce sector.

Tay Lim Pin, President Director of PT Wicaksana Tbk. stated: "We are grateful to the founding family of Wicaksana and the whole team for having ensured a smooth transition. With the change of its logo, Wicaksana embarks on a new journey together with DKSH to further foster its position in the Indonesian market."

About Wicaksana

Wicaksana was established in 1973, distributing fast moving consumer goods such as instant noodles, snacks, beverages, personal care and also pharmaceutical products. To distribute all its clients' products, Wicaksana operates across all major cities in Indonesia. Wicaksana recorded net sales of IDR 972 billion in 2018.

For more information about Wicaksana, please check: <http://wicaksana.co.id/>

About DKSH

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors. DKSH's portfolio of services includes sourcing, market insights, marketing and sales, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 35 markets with 33,000 specialists, generating net sales of CHF 11.3 billion in 2018. With its strong Swiss heritage and long business tradition since 1865, DKSH is deeply rooted in Asia Pacific.

For more information about DKSH Indonesia, please check: <https://dksh.com/indonesia>

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PT Wicaksana O.I. Tbk.

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