

Media release

DKSH appointed as the distributor of F&N in Myanmar

DKSH will distribute F&N's products, including its market-leading brand 100PLUS, in Myanmar.

Yangon, March 25, 2020 – DKSH Business Unit Consumer Goods, the leading Market Expansion Services provider in fast moving consumer goods, has partnered with F&N Myanmar Services Limited (F&N Myanmar). As part of the agreement, DKSH will distribute and sell F&N's market leading brands 100PLUS, F&N SEASONS and F&N Sparkling Drinks, in Myanmar. The new partnership broadens and deepens F&N Myanmar's presence with the aim of reaching a broader consumer base in Myanmar.

F&N Myanmar is a wholly owned subsidiary of Singapore-listed Fraser and Neave Limited (F&N). The parent company is headquartered in Singapore and ranked as one of the region's leading Food & Beverage producers. F&N holds a leading market position in Singapore, Malaysia and Thailand with renowned brands like 100PLUS, F&N SEASONS and F&N.

As a strategic partner, DKSH will provide a full-service solution to drive sales for F&N. DKSH will increase coverage, improve execution and enhance on-shelf availability for F&N's products in the traditional trade and HORECA channels in Myanmar. One of the key advantages for F&N to partner with DKSH is to reduce the route-to-market complexity and enable operational improvements associated with moving from a multi-distributor to a single-distributor model.

Freddy Oh, Country Manager, F&N Myanmar Services Limited, said "We have confidence in DKSH's ability to increase F&N's coverage as well as the sales and visibility of our products in Myanmar. DKSH has a proven track record in successfully growing FMCG brands. This partnership allows us to focus on our core competencies of building strong brands and producing healthier beverage options for consumers."

Jean-Pascal Cayssiols, Head of Business Development, Business Unit Consumer Goods, DKSH, said "After Vietnam, we are thrilled to expand our regional collaboration with F&N to Myanmar. This extension is another true testament to our regional footprint and strengths in Indochina. Moreover, we are proud to be part of this iconic brand's journey to success."

About F&N

Established in 1883, Fraser and Neave, Limited ("F&N") is a leading Southeast Asia Consumer Group with expertise and prominent standing in the Food & Beverage and Publishing & Printing industries. Leveraging its strengths in marketing and distribution, research and development, brands and financial management, F&N provides key resources and sets strategic directions for its subsidiary companies across both industries.

Listed on the Singapore stock exchange, F&N ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. F&N is present in 11 countries spanning Asia Pacific, Europe and the USA, and employs over 7,700 people worldwide.

For more information, please visit www.fraserandneave.com.

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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