

Media release

DKSH, LDS and Formulation form a new partnership to further expand analytical solutions for material characterization in China

DKSH has signed an exclusive agreement with Formulation to drive their scientific instruments business in the Chinese market. LDS, the long-term partner of Formulation in China, will be an integral part of this cooperation and will become part of DKSH China.

Shanghai, China, May 8, 2020 – DKSH Business Unit Technology, a leading Market Expansion Services provider for technology companies seeking to grow their business in Asia, has entered into an exclusive partnership with Formulation France. The company, headquartered in Toulouse, France, is renowned for their smart analytical solutions and scientific instruments that use nondestructive technologies to analyze formulations in their native form. DKSH will provide marketing and sales, distribution and logistics as well as after-sales services in China for Formulation's solutions that are aimed at characterizing physical stability, particle size, phase transition and rheological properties. The product portfolio will include Formulation's Turbiscan and Rheloaser series as well as Fluidcam products in China.

LDS, the long-term distribution partner of Formulation in China, will become part of the DKSH team, effective May 1, 2020, and will continue serving existing and new customers. Joining DKSH, the LDS specialists will become part of a larger sales and service network. This threefold alliance will allow all parties to jointly further sustainable developing in the Chinese market.

This collaboration will mainly focus on the industries of personal care, pharmaceuticals, paints and inks, food and beverage, oil and gas as well as general chemistry and polymers and electronics. The partnership is in line with DKSH's strategy to further expand services for scientific instrumentation.

"DKSH is a well-established company in China with all the required resources to address our clients and expand our business. This partnership will offer the best support and expertise to our current and future clients," confirmed Pascal Bru, the Global Sales Director of Formulation. The company is assured that the combination of DKSH's product portfolio, testing laboratories as well as sales force and the technical expertise of LDS is a great opportunity for Formulation's business organization and expansion in China.

Ellen He, General Manager of LDS China stated: "For LDS, the partnership with DKSH is an opportunity to become part of a larger platform. The commitment from DKSH and Formulation to serving LDS customers in China with the same professionalism and focus as LDS but with an extended network is a great chance for all existing and future Formulation customers."

Oliver Hammel, Managing Director, Business Unit Technology, DKSH China, added: "We look forward to being the trusted partner for Formulation in China. Our goal is to increase coverage through our systematic market development approach and unmatched sales and service expertise. In addition, we will be able to demonstrate and sample Formulation's state-of-the-art technology in our network of demo-laboratories. Having the LDS China team with their outstanding expertise, knowledge and long-term experience as part of our DKSH China team, is a great chance for all three parties involved."

About Formulation

FORMULATION – France is a leading instrument manufacturer in the field of non-destructive material characterization in terms of physical stability, particle size and rheology thanks to noninvasive optical technologies (SMLS, DWS).

For over 25 years Formulation has been offering unique solutions to help formulators during development, scale-up and process optimizations in various industries: Home and Personal Care, Pharmaceuticals, Coatings, Electronics, Chemistry. Formulation is driven by its passion for science, innovation and the desire to help achieve excellence and to share its expertise with the scientific community.

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 Technology offers complete solutions for specialized industrial applications. With around 1,670 specialists, the Business Unit generated net sales of CHF 431.9 million in 2019.

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