

Media release

## **DKSH and iNova launch new partnership in Singapore**

**DKSH has expanded the partnership with pharmaceutical company iNova to promote their products in Singapore.**

Singapore, June 16, 2020 – DKSH launched a new partnership in Singapore with iNova Pharmaceuticals. The partner company is an international organization that develops, markets and sells a wide range of prescription medicines and over-the-counter consumer health products in over 20 countries across Asia Pacific and Africa.

DKSH will manage the brand Dequadin, a pharyngeal lozenge and confectionery brand for iNova. Through this expansion, both parties aim to increase the brand penetration in Singapore.

“DKSH and iNova share the vision to help patients get reliable and efficient access to the best healthcare possible. With our local marketing and sales capabilities, DKSH will expand the brand in Singapore,” said Dr. Varun Sethi, Vice President, DKSH Business Unit Healthcare, Southeast Asia & Vietnam.

Sacha Ernst, President, Asia for iNova Pharmaceuticals, added: “We are happy to build on our existing partnership with DKSH and look forward to re-launch Dequadin in Singapore”.

### **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.

### **About iNova Pharmaceuticals**

iNova Pharmaceuticals is a multinational pharmaceutical and consumer healthcare company that markets and sells a wide range of market-leading products, primarily in the areas of weight management, cough and cold, throat, skin care and natural health. iNova Pharmaceuticals operates in over 20 countries across Asia-Pacific and Africa. iNova Pharmaceuticals’ vision is to provide trusted brands that improve people’s health and well-being every day. More information about iNova Pharmaceuticals can be found at [www.inovapharma.com](http://www.inovapharma.com).

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