

Media release

DKSH to drive growth for Care Pharmaceuticals in New Zealand

DKSH further strengthens its regional footprint in Asia Pacific by partnering with Australian company Care Pharmaceuticals in New Zealand.

Palmerston North, New Zealand, December 2, 2020 – DKSH Business Unit Consumer Goods, a leading Market Expansion Services provider for Fast Moving Consumer Goods, has signed an agreement with Care Pharmaceuticals Pty Limited, a leading and innovative Australian company specialized in consumer healthcare. As part of the agreement, DKSH will provide sales and field marketing services for Care Pharmaceuticals' leading brands in New Zealand.

Care Pharmaceuticals is a leading and innovative consumer healthcare company with brands that are endorsed by healthcare professionals and loved and trusted by consumers across their life stages. DKSH will help drive growth and in-store presence of leading brands, including Aci-jel, Clear Eyes, Fab Iron, Fabfol, FESS, Hydralyte, Lacto-Free, Little Eyes, Maybe Baby and Rectogesic in the pharmacy channel.

Brad Burns, Head of Sales and Customer Development ANZ, Care Pharmaceuticals, commented: "We are very excited about our collaboration with DKSH and their sales and field marketing offering in the pharmacy channel in New Zealand. By partnering with DKSH, we bring our trusted brands and services to market and drive brand growth for both Care Pharmaceuticals and our retail partners."

Shay Sweetman, National Sales Manager Pharmacy, DKSH New Zealand Limited, added: "It is an amazing opportunity for DKSH New Zealand to partner with Care Pharmaceuticals to drive growth for their outstanding portfolio of brands in the pharmacy trade. We look forward to building a strong and successful partnership with Care Pharmaceuticals, while growing both of our businesses."

About Care Pharmaceuticals Pty Limited

Established in Australia in 1986, Care Pharmaceuticals (formerly known as Paedpharm Pty Ltd) is part of Prestige Brands Holdings Inc (Prestige acquired Care in July 2013). We focus on high quality and innovative products in the over-the-counter healthcare market, with the aim of improving the lives of our customers and their world. For generations, our trusted brands have helped consumers care for themselves and their loved ones. At Care Pharmaceuticals we endeavour to constantly improve and create products that match the ever-changing lifestyles and needs of people and families everywhere. We know it's the little details that count when taking care of your family and we strive to provide the very best in personal wellness for the benefit of you and all those you care about.

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.

For further information, please contact:

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