

Media release

DKSH strengthens its market coverage in Indonesia through partnership with Kino

DKSH has partnered with Kino, an Indonesian fast-moving consumer goods company. As part of the agreement, DKSH will provide full services to grow Kino's food and beverage as well as personal care products in the Indonesian market.

Jakarta, Indonesia, January 20, 2021 – DKSH Business Unit Consumer Goods, the leading partner for fast moving consumer goods companies seeking to grow their business in Asia and beyond, has entered into a distribution agreement with Kino through its Indonesian partner Wicaksana. Kino is a fast-moving consumer goods manufacturer based in Indonesia that produces and markets products for the personal care, food and beverage, pet food and pharmaceuticals industries. By partnering with DKSH, Kino aims to grow its business in Indonesia, while simultaneously reducing operational complexity.

In line with its strategic focus in Business Unit Consumer Goods of capitalizing on its leadership position in Asia Pacific and strengthening its regional footprint in Indonesia, DKSH, through its subsidiary Wicaksana, will provide the complete range of services for Kino's market leading personal care as well as food and beverage brands. Among the brand names targeted to the young and adult population are Ellips, Ovale, Resik-V, Sleek Baby, Cap Kaki Tiga and Cap Panda. DKSH will make Kino's broad product range accessible through Indonesia's modern trade channels, including supermarket chains, mini markets as well as hypermarkets.

Harry Sanusi, CEO and President Director of PT. Kino Indonesia Tbk, said: "Kino Indonesia is mindful of the transformation in consumers' needs and continues to adapt to them through innovation. Aside from high-quality products, visibility is the key to win the market. Consumers are now looking for convenience and prefer products they can easily find. We strengthened the foundation of our distribution capabilities by partnering with DKSH and preparing for a big leap in the coming years. Our mission is to make innovation tangible for consumers and provide a better future."

Victor Nesa Benedict, Vice President, Fast Moving Consumer Goods, DKSH commented: "Kino's mission is to improve the lives of their customers, which aligns with our purpose to enrich people's lives by providing access to goods, services and insights. This is one of the main reasons why DKSH decided to start this Indonesian partnership. DKSH's strong capillary distribution network will support the growth of Kino's innovative products in Indonesia and beyond."

About Kino

PT Kino Indonesia Tbk (Kino) was initially a distribution company named PT Dutalestari Sentratama (DLS), incorporated in 1991. Embracing the opportunities at the time, DLS developed its business by establishing PT Kino Sentra Industrindo (KSI) as a company producing snacks in 1997, which continued to actively create various kinds of snack products such as candy, snacks, and chocolate, as well as produce flavoured drinks in the form of powders which are now sold in the Indonesian and international markets. The first product launched by KSI was "Kino Candy".

Nearly three decades, Kino has been transformed into an established and leading company. Aside from competing domestically, Kino also developed business to expand the Asian region by opening branch offices abroad, namely in Malaysia, the Philippines, Singapore, Vietnam, Cambodia and India. The quality of Kino's products has met international qualification standards, as evidenced by the increasing market demand from all over the world. In spite of its rapid development, the company is not complacent and realizes that the company must continue to maintain its success and therefore must continue to excel. Kino now has more than 30 brands, some of which have managed to get recognition as the brand of choice for consumers and the company's products are available at various large distributors, hypermarkets, supermarkets, minimarkets, beauty shops, and traditional markets. With the slogan "Innovate Today, Creating Tomorrow", the Company continues to create and innovate to become a leader in the consumer needs industry.

Delivering growth – in Asia and beyond.

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.

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

For further information, please contact:**PT Kino Indonesia Tbk**

Yuna Eka Kristina

Head of Digital, Public Relations and CRM

+62 811 1730477

YUNA.KRISTINA@kino.co.id

DKSH Indonesia

Hanna Qibthiya

Manager, Branding & Communications

+62 21 2988 8557

hanna.qibthiya@dksh.com