Media release

DKSH and IP One partner to bring extensive high-quality household products to Cambodia

DKSH has entered into an exclusive agreement with IP One to offer high-quality household products in Cambodia. With this partnership, DKSH's Business Unit Consumer Goods further capitalizes its regional leadership position in the distribution of fast moving consumer goods in Asia.

Cambodia, Phnom Penh, April 9, 2021 – DKSH Business Unit Consumer Goods, the leading partner for FMCG companies seeking to grow their business in Asia and beyond, has entered into an agreement with I.P. One Company Limited (IP One) to start distributing their leading household products across the market in Cambodia. IP One is a key market player in fast moving consumer goods from Thailand with an extensive brand portfolio, namely, VIXOL, HYGIENE and WHIZ. The company has been producing high- quality consumer products with the commitment to innovation for the future of better living.

As a strategic partner, DKSH Cambodia will help IP One to grow their business by providing full-agency services, managing the distribution, logistics as well as marketing and sales for the household product category of laundry detergent, fabric softener and floor cleaner under brand "HYGIENE, VIXOL and WHIZ" throughout Cambodia.

Sukanes Sapsiri, Head of International Business of IP One, commented: "DKSH is the right partner for us to help establish, promote and grow our products effectively in the Cambodia market. We are confident in DKSH's strong nationwide footprint, extensive network, and experienced sales force to further strengthen the brand's commercial presence and continued growth in this market."

Bishan Gautam, Vice President, FMCG Consumer Goods in Cambodia, said: "We are excited to be chosen as a trusted partner for IP One and to deliver growth to their wide range of household products in Cambodia. With our market insights, broad logistic network, more than 60 years of experience in Cambodia and our excellent customer relationships in all retail channels across the country, we look forward to supporting IP One in expanding their brands and further capitalizing DKSH's regional leadership position in the distribution of fast moving consumer goods in Asia."

About I.P. One Company Limited
Founded in 1972, IP One has been operating in the business of manufacturing and distributing quality consumer products under our own brands - Hygiene, Vixol, Whiz, Dance, Focus and Ivy brands. With our philosophy and commitment to improving the quality of our consumers' life, we put our great passion and dedication into delivering insightful innovation and high-quality products at reasonable price for all consumer target groups. IP Groups of company has become one of the Thai companies that has won the hearts of consumers both in Thailand and international markets. We are highly committed to innovating passionately for the future of better living. www.iphouses.com

About DKSH
At DKSH, our purpose is to enrich people's lives. For more than 150 years, we have been delivering growth for companies in Asia and beyond across our Business Units Healthcare, Consumer Goods, Performance Materials and Technology. As a leading Market Expansion Services provider, we offer sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services. Listed on the SIX Swiss Exchange, DKSH operates in 36 markets with 32,450 specialists, generating net sales of CHF 10.7 billion in 2020. 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 19,430 specialists, the Business Unit generated net sales of CHF 3.8 billion in 2020. www.dksh.com/cg

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