

Media release

DKSH Partners With Reynolds Consumer Products in Cambodia

DKSH has partnered with Reynolds Consumer Products to distribute its high-quality household products to 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, July 23, 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 Reynolds Consumer Products, a leading provider of household products. This agreement builds on DKSH's existing partnership with the consumer goods company in Thailand, which was announced last year.

As a strategic partner, DKSH Cambodia will help Reynolds Consumer Products grow their business by providing full-agency services, managing distribution and logistics as well as marketing and sales. Under the new agreement, DKSH will promote aluminum foil and cling wrap products under their signature Diamond® brand across Cambodia. The Diamond® brand has been known for its quality household essentials for over 50 years, with its product availability varied by market, and is most recognized in Asia, the Caribbean, LATAM, and the Middle East.

Mohammad Sabha, Business Development Director of Reynolds Consumer Products, commented: "We are delighted to partner with DKSH to bring our high-quality products to consumers in Cambodia. We are confident in DKSH's strong nationwide footprint, extensive distribution 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 the trusted partner for Reynolds Consumer Products to deliver growth for their brand in Cambodia. This partnership is a good opportunity for DKSH to fulfill the current market's demand. We are fully committed to driving the visibility and availability of the products and reaching our local consumers across the market with these high-quality products."

About Reynolds Consumer Products

Reynolds Consumer Products is a leading provider of household products that simplify daily life so you can enjoy what matters most. Our Reynolds® and Hefty® brand products help make mealtime easier with preparation, cooking, cleanup, and storage solutions. Our namesake Reynolds® products include the iconic Reynolds Wrap® aluminum foil, Reynolds Kitchens® parchment paper, plastic wrap, oven bags, and slow cooker liners. The Hefty® brand is known for strong, dependable waste bags, slider bags, plates, and cups. Our products are available in the U.S. and internationally, including the Alcan® and Diamond® brands, which are leaders in their markets. <https://www.reynoldsconsumerproducts.com/>

About DKSH

DKSH's 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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