

Media release

## DKSH and Rentas Health Bring Revolutionary Callie Face Masks to Malaysia

**DKSH has partnered with Rentas Health to distribute premium quality surgical and respirator face masks in Malaysia.**

Petaling Jaya, Malaysia, December 16, 2021 – DKSH Business Unit Consumer Goods, the leading partner for FMCG companies seeking to grow their business in Asia and beyond, has been appointed by Rentas Health, a local revolutionary healthcare products provider, to distribute its series of quality face masks under the Callie brand.

Under the agreement, DKSH Malaysia will provide full market expansion services, including marketing and sales, distribution and logistics, and after-sales services for Callie's fashionable surgical and respirator face masks range, such as 3-ply surgical masks, 4-ply surgical masks, KF99 respirator masks, KN95 respirator masks, and Quantum Supreme Beige, across all distribution channels in East and West Malaysia, effective December 1, 2021.

Callie's latest creation -- Quantum Supreme Beige, is a series of self-sterilizing face masks containing copper coating infused with Quantum Resonance Technology (QR-C). This coating is applied on the fourth outer layer of the mask and is able to effectively break down and oxidize pathogens, such as viruses, bacteria, and microbes – including the SARS-CoV-2 viruses.

The certified, medical-grade face masks are also created with extra soft hypoallergenic materials, specially designed to enhance breathability and alleviate irritation, while putting an emphasis on its detailed aesthetics and design.

Kelly Teoh, Managing Director of Rentas Health, said: "With DKSH's expertise and proven track record in the FMCG business over the years, we are excited and confident that this newfound partnership will help to bring the Callie brand to new and greater heights. We look forward to achieving new growth together with DKSH."

Puneet Mishra, Vice President, FMCG, DKSH Malaysia, said: "Since the pandemic, face masks have become an important part of our day-to-day lives and are crucial in preventing the spread of viruses among the community. We are proud to partner with Rentas Health – in support of the growth of this local Malaysian brand – and are committed to drive market penetration of the Callie brand among our local consumers."

### **About Rentas Health**

Rentas Health (RH) specializes in management consulting, business development and marketing communications in the healthcare and technology sector, aims to revolutionize healthcare information management for hundreds of medical caregivers and centers across the nation.

Rentas Health has expanded into test kits and PPE, with a focus on face mask (Callie and RH brand).

Callie's colorful, in-style and intelligently designed masks keep people safe beyond the pandemic, becoming an essential part of people lifestyle to experience #beautifulprotection during their daily activities.

**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](http://www.dksh.com/cg)

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