

Corporate Brochure 2020

Delivering growth – in Asia and beyond.

Key figures 2019



11.6
billion

net sales in 2019



46

innovation
centers



150

distribution
centers



Operations in

36 markets

850

business locations



33,350

employees



1,900

clients

1,900

suppliers

525,000

customers

Welcome from the CEO



2020 is a year full of exciting opportunities in Asia's fast-paced, high-growth markets. But as consumer tastes and expectations change, routes-to-market are becoming more diverse, complex and competitive for companies from both the East and the West.

That's where we can help you. We are a Swiss organization with over 150 years of experience in helping companies grow their business in Asia. And that's what we mean when we talk about our industry: Market Expansion Services – of which we are the leader.

When you partner with us, you get an integrated and comprehensive portfolio of services precisely tailored to your needs. You also benefit from our in-depth knowledge and insights into local markets, regulations, business networks as well as an omni-channel outlook.

So if you're wondering how to reach your business goals and grow your business in this exciting and diverse region, please get in touch to find out how we can help you.

A handwritten signature in black ink, appearing to read 'S. Butz'.

Stefan P. Butz
Chief Executive Officer

Contents

1 Welcome from the CEO

3 Four reasons to partner with us

13 What we do

14 DKSH in brief

15 Market Expansion Services

16 Services we offer

17 Our Business Units

18 Consumer Goods

20 Healthcare

22 Performance Materials

24 Technology

27 About us

28 Organizational structure

30 Our people

32 Sustainability

34 DKSH Identity

36 Our history

38 DKSH locations

Four reasons to partner with us





Trusted partner

DKSH is the trusted partner for companies looking to grow their business in Asia and beyond.

As the industry leader in Asia, DKSH is the first choice for clients seeking a trustworthy and reliable Market Expansion Services partner who can guarantee the integrity of their value chain and the quality of their services.

We blend Swiss reliability, professionalism and best practice corporate governance with more than 150 years of uninterrupted business presence in Asia. Through our 830 business locations across the region and a distinctively pan-Asian approach, we are literally woven into the fabric of the markets we serve – and as they grow, we grow with them.



Unique value

We offer our partners the services they need most, tailor-made to their specific requirements.

For more than 150 years, we have been representing Western companies, and increasingly also Asian brands, in Asia. We have experienced first-hand all the challenges our partners face – and we have the know-how they need to overcome them. Simply put, we help companies to grow their business in new and existing markets.

Our complete portfolio of services is integrated and tailored to the needs of our business partners. We help them grow with an unrivalled pan-Asian network, long-term relationships, plus in-depth knowledge of industries and local markets.





Resilient Unique Scalable

Our unique business model fuels our growth and is deeply rooted in the fast-growing markets of Asia.

Well diversified, unique and highly scalable, our business is resilient and difficult to replicate, resulting in strong barriers to entry and exit. Our diversity is extremely broad in terms of industries, markets, products, services and business partners served and forms the foundation for our continuing growth.

The vast majority of the products we handle are very close to the daily needs of the people in the markets where we are active, contributing to the resilience of our business model.



Driving growth

Our growth, and the growth of our business partners, is fueled by three megatrends.

First, there is tremendous growth in Asia, driven largely by the region's fast rising middle class. Their increased purchasing power is having a positive direct impact on consumer markets and an indirect positive one on industrial markets.

Second, inner-Asian trade is increasing. Asia has developed into a continent with its own strong domestic markets and is now at the center of global trade flows – and the trade barriers continue to fall.

Third, companies are recognizing that growth is more profitable if they focus on their core competencies and outsource other elements of the value chain to specialist service providers such as ourselves.

How can we support you?

At DKSH, our business partners are either clients or customers, depending on their position in the value chain and the services we provide to them. Our business model is centered on DKSH's role as the key link between clients and customers. We help our partners in growing and adding value to their business and enable them to achieve lasting success.

As a result of our position as the leading Market Expansion Services provider with a focus on Asia, we benefit from economies of scale, unique cross-regional and cross-industry synergies and significant bargaining power with trade.

Leveraging on our strong market presence, clients can capitalize on the superior commercial terms and conditions made available by DKSH. On the other hand, our scope and scale allows us to provide our customers a comprehensive portfolio of products and services.

Our clients

Our clients – manufacturers of fast moving consumer goods, luxury and lifestyle products; pharmaceuticals, consumer health products and medical devices; specialty chemicals and ingredients; and advanced machinery or technical equipment – wish to sell their products in markets with high entry barriers.

Strategically, our clients want to grow their business by increasing sales in existing markets, enhancing efficiency and margins, or launching into new markets. We offer Market Expansion Services to clients from Europe and the Americas, and increasingly also for clients originating in Asia.

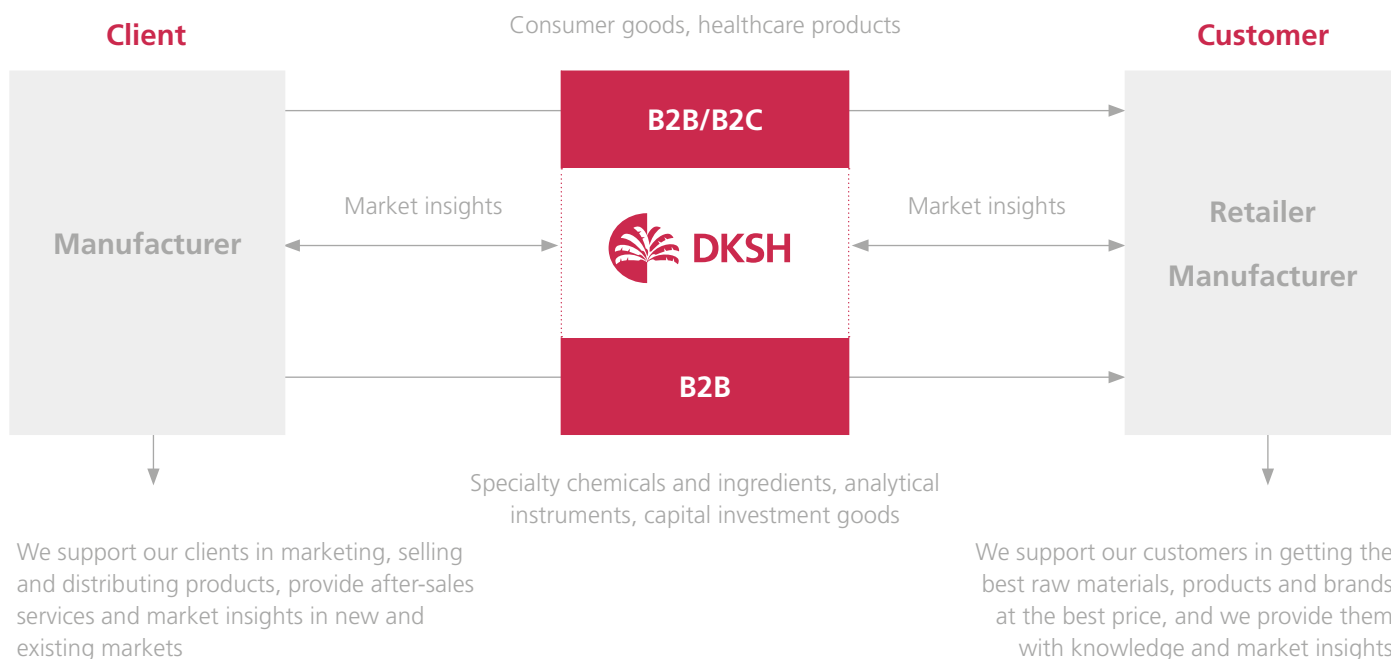
We support our clients in marketing, selling and distributing their products, as well as providing after-sales services and market insights.

Our customers

Our customers are either manufacturers to whom we provide technical equipment or raw materials, which are processed or used in their own production; retailers such as supermarkets, department stores, mom-and-pop stores, luxury and apparel boutiques; or doctors, hospitals and pharmacists who resell the products we provide to end consumers.

Strategically, our customers want to increase their sourcing base, market shares and revenue opportunities.

We support our customers in obtaining the best raw materials, products and brands at the best price, while providing them with knowledge and market insights.



What we do

DKSH in brief



DKSH enriches people's lives by providing access to goods, services and insights. United by our vision to be the trusted partner, we help companies grow.

Delivering life-saving drugs to hospitals, bringing high-quality products to remote villages, installing technology that raises living standards and providing new formulations for healthcare products that make life easier. These are just a few examples of how DKSH touches and enriches people's lives around the clock.

We do this while helping our clients grow by distributing, promoting and servicing their products and helping our customers grow by providing access to high-quality products, services and insights.

Delivering growth – in Asia and beyond.

“Being deeply ingrained in the fabric of local communities, we create impact by catering to basic needs, bringing joy and fulfilling dreams. When people see our DKSH truck arriving in a remote area, they group around it. It brings excitement and life to town.”

Stefan P. Butz, Chief Executive Officer

Market Expansion Services



The underlying goal of any business is to drive growth. This is DKSH's sole purpose: providing companies with access and expertise to grow in and with Asia. We call this Market Expansion Services.

Our Market Expansion Services are:

Comprehensive

Choose from a complete range of specialized services along the value chain – from sourcing, market insights, marketing and sales to distribution and logistics and after-sales services.

Customized

Our services are precisely tailored to meet your exact needs.

Integrated

Our intelligently integrated and tailor-made services deliver seamless end-to-end solutions – no matter how large or small your requirements.

Our service philosophy

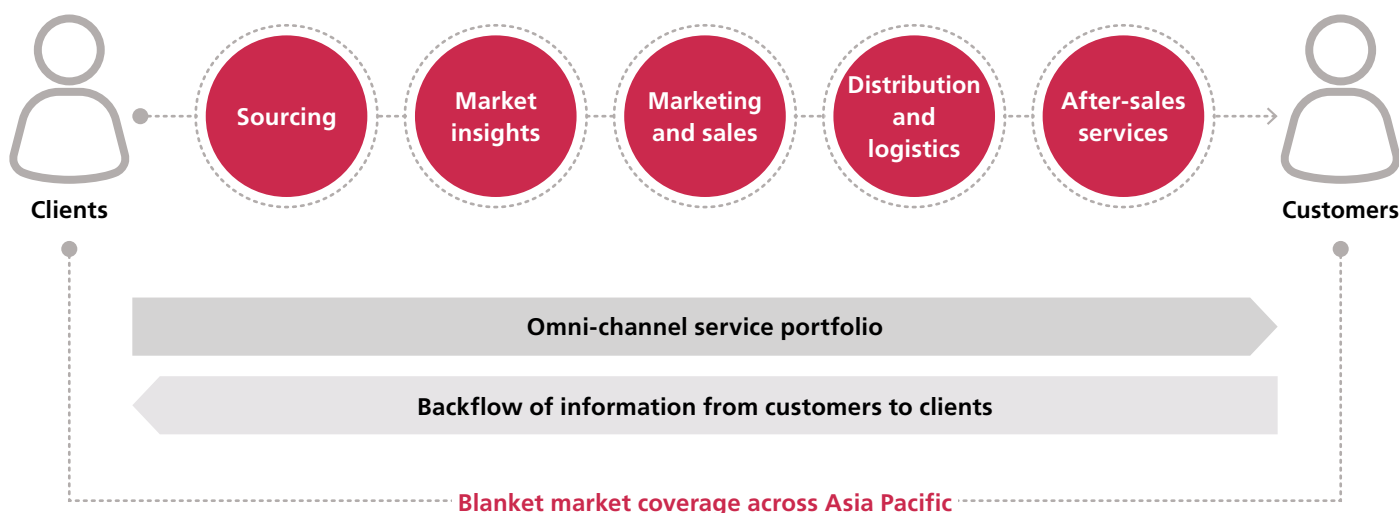
Our business is about more than simply the exchange and promotion of goods, but rather taking on a profound responsibility for your products and brand. Our specialists proactively provide strategic advice based on their experience, know-how and networks, gathering data from our hundreds of thousands of customers and translating it into highly detailed and up-to-date market information. With us, your business is in good hands.

Our industry expertise is reflected in our four highly specialized Business Units: Consumer Goods, Healthcare, Performance Materials and Technology.

Learn more at www.dksh.com



Services we offer



Choose the services you need to grow your business from our comprehensive and ever-growing omni-channel portfolio.

Sourcing

Access a global sourcing network with:

- Deep industry expertise to provide you with any materials and products you need
- A cost-effective, quality and dependable supply
- Full compliance with safety and environmental regulations

Market insights

Innovate for growth with:

- Access to our global network of innovation centers where we generate new product ideas, develop and customize them, work on new ingredients and technology applications, provide hands-on training and acceptance tests

- Market entry and long-term business strategies based on our local expertise and market intelligence
- Omni-channel insights from data and analytics

Marketing and sales

Open up new revenue opportunities with:

- A complete array of marketing and sales services for your products, including eCommerce marketing
- Access to all relevant channels to market, customers and outlets across Asia Pacific both offline and online (e-retailers, e-marketplaces, etc.)

Distribution and logistics

Delivery of what you need, at the right time and place with:

- An unmatched logistics infrastructure and distribution centers to transport, store and distribute your products across Asia
- Many additional specialized services in-

cluding product registration, regulatory support, customs handling, importation, logistics, repackaging, invoicing, cash collection, supply chain management and e-fulfillment

- A global SAP platform, one of the largest in Asia, which you can align your IT system with to receive valuable direct data, such as outlet level transactions, for informed decision-making

After-sales services

Service throughout the entire lifespan of your product with:

- A broad range of after-sales services and support ensuring top-quality standards, fast problem resolution and the ability to establish a positive product experience
- Expertly trained teams providing customer service, repairs and maintenance, on-the-spot training and know-how transfer

Learn more about the services we offer in your sector at dksh.com/services

Our Business Units

Consumer Goods

CHF 4.1 billion
net sales (2019)

CHF 82.9 million
EBIT¹ (2019)

20,300
specialists

350,000
retail outlets served

700
clients

22
markets

¹ Excluding one-time costs of CHF 12.6 million in 2018 and CHF 14.5 million in 2019



dksh.com/consumergoods



Business Unit Consumer Goods is a leading provider of Market Expansion Services with a focus on fast moving consumer goods, food services, luxury goods, as well as fashion and lifestyle products.

We help companies grow through a comprehensive and customized portfolio of Market Expansion Services, including product feasibility studies, registration, importation, customs clearance, sales, marketing and merchandising, warehousing, physical distribution, invoicing, cash collection and after-sales services. Our expertise and broad local knowledge, together with our infrastructure, enable us to better understand

our business partners' needs and to deliver customized solutions to grow their businesses.

The Business Segment Fast Moving Consumer Goods serves 350,000 retail outlets and operates 60 distribution centers in Asia. Serving hundreds of boutiques, shops-in-shops and brand counters, the Business Segment Luxury & Watches has a proven track record as a brand builder in luxury goods. Our Business Segment Food Services caters to the rapidly growing hospitality industry in the region. DKSH is also the sole franchisee and distributor of Levi's® products in Thailand, Cambodia and Myanmar.

Success story: expanding sales for GarudaFood

Background

The Indonesian food and beverage company GarudaFood was seeking to expand its business to other Asian markets. Their regional expansion started with DKSH in Thailand and Myanmar, followed by Cambodia a couple of years later.

Challenge

In Thailand, GarudaFood had experienced unsuccessful attempts with local distribution partners to gain market share in the competitive fast moving consumer goods market. A market introduction goes beyond mere distribution and as brand awareness had to be created for, among others, the Gery Crunch Roll, the company approached DKSH.

The Myanmar market, on the other hand, as promising as it might look from the outside, is tough to penetrate. Companies need to be prepared to build a brand from scratch. Because GarudaFood did not have the market expertise or the merchandising staff to promote their products in Myanmar, it relied on DKSH's two decades of experience in the country.

Approach

In both markets, DKSH built on its local strengths to develop well thought through route-to-market strategies. To succeed in the Thai market, creating brand awareness was essential to stand out from the crowd.



“Thanks to DKSH for driving this sales growth every month, and for our product becoming a well-known brand in such a short period of time.”

GarudaFood representative

Focusing on advertising and promotion, DKSH first got GarudaFood brands into the popular 7-Eleven stores. The team then leveraged on the initial uptake by expanding the products to other channels.

In Myanmar, DKSH employed many methods to get the GarudaFood products into the market. We ensured the product was at the right outlets for the right audience. Here, DKSH could build the GarudaFoods brands through merchandising activities:

from product display to sampling. To maintain customer awareness, DKSH collaborated with the client to create high-impact advertising.

Results

DKSH helped GarudaFood to expand their business by tapping into new territories while allowing GarudaFood to focus on their core competencies. Due to great go-to-market expertise, the products are now available in every channel category.

Healthcare

CHF 6.0 billion
net sales (2019)

CHF 134.5 million
EBIT¹ (2019)

8,220
specialists

130,000
customers in Asia

550
clients

14
markets

¹ Excluding the impact of the exit of the Healthcare business in China (CHF 27.5 million) and one-time costs in 2018 (CHF 5.6 million)



dksh.com/healthcare



Business Unit Healthcare helps pharmaceutical, over-the-counter (OTC), consumer health and medical device and diagnostics companies seeking to grow their business in Asia.

We provide access to multiple professional healthcare channels in 14 markets, including hospitals, clinics, doctors, pharmacies, drug-stores, dentists and optical outlets.

We offer a wide range of solutions from registration, market entry studies, marketing and sales, redressing, physical distribution, as well as invoicing and cash collection.

With our leading marketing and sales competencies supported by regulatory affairs, customer care centers and logistics platforms, as well as our commitment to international qual-

ity standards and corporate compliance, we set the benchmark in Asia. Our integrated service offerings are unmatched across the region.

Our 8,220 healthcare specialists provide deep market knowledge coupled with a breadth of capabilities that enables us to develop truly customized solutions. We support and represent 550 clients and serve 130,000 purchasing and decision-making customers, thereby improving the lives of millions of patients across Asia.

For companies wishing to license out products in the Asian markets, we are a proven partner through stand-alone entities, such as Medinova and Favorex, brand-owning businesses based in Switzerland and Asia.

Success story: **global healthcare company steps up** **eCommerce presence in Thailand**

Background

Our client is among the world's leading research-based pharmaceutical and healthcare companies and has been present in Thailand for more than 50 years. As a market leader in terms of sales volume, customer base and number of employees, they are ISO-certified in most of the segments they operate in and continue to receive industry awards and international recognition for their products and services.

Challenge

Prior to working with DKSH, our client was selling its products via a major eCommerce platform. However, they felt that their products should be attracting more consumers and the online sales could be higher.

They were looking for an established eCommerce solution and service provider to help them design and implement an effective digital marketing program and ensure a stronger presence in the e-marketplace for their brands.

Approach

The first task undertaken by DKSH's eCommerce team was to help the company plan out a comprehensive end-to-end eCommerce solution, which includes supply chain



management, commercial planning, key account management and the relevant digital marketing implementation.

In addition to the consultation and guidance in setting up the necessary sales and marketing activities across diversified marketing channels using the omni-channel approach, DKSH also focused on helping our client to adapt to market changes faster particularly in online retail.

Hands-on coaching was provided to designated employees of the company to manage the systems and operate the eCommerce business on the online marketplaces and digital platforms they were present in.

Results

The result of this program saw incremental sales with the company recording an increase in online sales of more than 520 percent at the end of the first year of working with DKSH. Following this remarkable achievement and putting in place further digital marketing initiatives, the company's online business grew by nearly the same sales growth in the following year.

Performance Materials

CHF 1.0 billion
net sales (in 2019)

CHF 89.7 million
EBIT (2019)

1,100
specialists

20,000
customers

32
markets



[dksh.com/
performancematerials](https://dksh.com/performancematerials)



Business Unit Performance Materials distributes a wide range of innovative ingredients and specialty chemicals for the specialty chemicals, food and beverage, pharmaceutical and personal care industries. We help our partners to grow their business through our expertise in innovation and formulation, supply chain, sourcing, regulatory and sales & marketing excellence.

Our more than 20,000 customers benefit from reliable and responsible sourcing thanks to our global networks and strong geographic footprint. We provide regulatory consulting, supplier certification and product registration to navigate complex regulatory environments and ensure compliance.

From our network of 46 state-of-the-art innovation centers, we provide application know-how and develop cutting-edge formulations and solutions. This creates business opportunities, reduces time-to-market

and allows us to meet the growing needs of our customers. In collaboration with our innovation specialists, our technical sales force achieves strong growth for our clients and customers.

We promote our product portfolios through digital channels to extend our market reach, particularly to new generations. Our customers, in return, experience a more agile and efficient service through our digital capabilities. We also enable our sales force with new technologies and next level digital solutions. By providing market insights and trend analysis, we create business opportunities and strengthen the competitive advantage of our clients and customers.

With over 1,000 specialists in 110 locations across 32 markets, we cover all of Asia, with comprehensive networks in South East Asia and Japan, as well as extensive coverage across Western Europe, India and the USA.

Success story:
strengthening market share the
eco-friendly way

Background

Headquartered in Taiwan, LCY Chemical Corp. has been in the petrochemical business for more than 40 years.

Challenge

The challenge from the client was to come up with innovative ideas to market and promote the use of eco-friendly thermoplastic elastomer (TPE) products within several segments in India's styrene ethylene butylene styrene (SEBS) market, including stationery, toys and consumer products.

Because this was a new concept for these targeted segments, there was a need to educate both customers and consumers on the environmentally-friendly benefits of TPE products.

Approach

To win over the market, DKSH helped LCY Chemical to focus its efforts on providing better support to its "Tier-A" customers and to extend its services to small and medium-sized enterprises (SME), particularly those that were not able to import directly or preferred to buy from local suppliers.

DKSH also emphasized delivering faster technical solutions, providing useful market insights, offering better stock management and improving overall services to all levels of LCY Chemical's customers. With the support of four techno-commercial teams in India, DKSH helped the client to cover nearly all the regions across the country.



"As an honest and enterprising partner, DKSH has helped LCY Chemical Corp. to exploit and expand the TPE market in India, while contributing greatly to our global market expansion and growth. We appreciate their professional performance and look forward to deepening our cooperation in the future."

Joey, Vice President, LCY Chemical Corp.

Results

Because of this partnership, the client won over a major share of the styrene ethylene butylene styrene (SEBS) market in India. They also achieved a record-breaking year in India with a nearly two-fold sales revenue increase as compared to the previous year.

Following on from this success, the client is looking to increase its market share in India by expanding their production capabilities and promoting their products to other industries such as adhesives.

Technology

CHF 431.9 million
net sales (2019)

CHF 26.8 million
EBIT (2019)

1,670
specialists

25,000
customers in Asia

Network of more than
400
clients and
250
suppliers

18
markets



dksh.com/technology



With 1,670 specialists, including more than 500 service engineers, DKSH Business Unit Technology serves a customer base of over 25,000 companies. It operates in 18 markets from 80 business locations and is supported by more than 26 showrooms and demonstration labs.

Sales and service are our core competencies. We accompany our clients from developing a business strategy to translating it into an Asian reality. Using a state-of-the-art customer relationship management platform, we combine extensive industry and product knowledge with a structured and systematic sales approach to outperform the market and increase our clients' market share.

As a total solutions provider and system integrator, we serve our customers as a one-stop-shop and provide customized technology solutions. We not only provide professional after-sales services but also cover the entire product life cycle including installation and commissioning, final acceptance testing, production start-up support, training, maintenance, repairs, spare parts and consumables supply as well as refurbishments and trade-ins.

We operate as a trusted link between suppliers from Asia, Europe and America and customers in Asia, enabling suppliers to expand their markets and providing customers with access to products from around the world.

Success story:
flexible Manufacturing System solutions help Chinese aircraft manufacturer increase efficiency and productivity

Background

With China's aviation market projected to overtake the US as the world's largest by 2022 and the local market estimated to house over 7,000 planes in the next 20 years, aviation-related manufacturers are focusing on building up their facilities and capabilities to climb up the value chain so that they can compete on a global scale.

Challenge

Our customer is a leading aircraft manufacturer in China involved in the production of advanced aircrafts materials including carbon fiber skins. They are also a sub-supplier for leading brands such as Boeing, Airbus and Commercial Aircraft Corporation of China.

They needed an experienced and reliable partner to propose and install a flexible manufacturing system (FMS) solution to enhance efficiency and improve quality for their large composite material workpieces.

Approach

To fully understand the scope of work and the technical requirements of the project, DKSH and the company's representatives held an extensive technical meeting that lasted for 21 days, resulting in the creation of a more than 450-page technical agreement.



"We have built a strong and trustworthy partnership with the customer over the past 20 years by providing leading machines and unparalleled after-sales services. Unlike many machining suppliers who were not able to sustain their operations and continue supporting our customers, DKSH and its represented brands continued to grow the market by reinventing their products and services to meet the changing customer and market demands."

Gianluca Battisti, Export Manager, Parpas

The FMS solution delivered by DKSH included a fully automated manufacturing cell with machine tools, stockage places for unmanned work which can last more than 24 hours, a washing station and a measuring machine. All these instruments are connected to the FMS by an intelligent Transfer Line Control Supervisor software system.

Results

The installed FMS line is the first automation production line in the aviation industry to produce the carbon fiber skin used in airplanes. It was also the first FMS automation line from DKSH's client Parpas implemented in the China market.



“Despite the unprecedented disturbances including fierce competition and a weak economy, DKSH’s team hung on and helped us make it through those challenging times. The various awards received proved that the hard work and effort put in has paid off. DKSH has always been a passionate and committed partner for us.”

Vill Lam, Commercial Manager of PepsiCo Hong Kong



“Due to the strong and successful cooperation, the market share of the drug in the challenging Hong Kong market continues to increase.”

Representative from the leading pharmaceutical company



“We sincerely appreciate DKSH’s efficient and cordial customer service provided for the past few years in promoting our products to nutraceutical companies. We are sure that this collaboration will prove to be mutually beneficial to both our organizations and look forward to a long and healthy business association.”

Suraj Singh, Manager of Sales & Business Development Wacker Biosolutions/Wacker Chemie India Pt Ltd.



“Taking into consideration the improved quality, increased productivity and better after-sales service, our business achieved savings of more than 30 percent as compared to our previous methods. DKSH has also given us peace of mind because they are always there to support us.”

Spokesperson from the construction company

About us

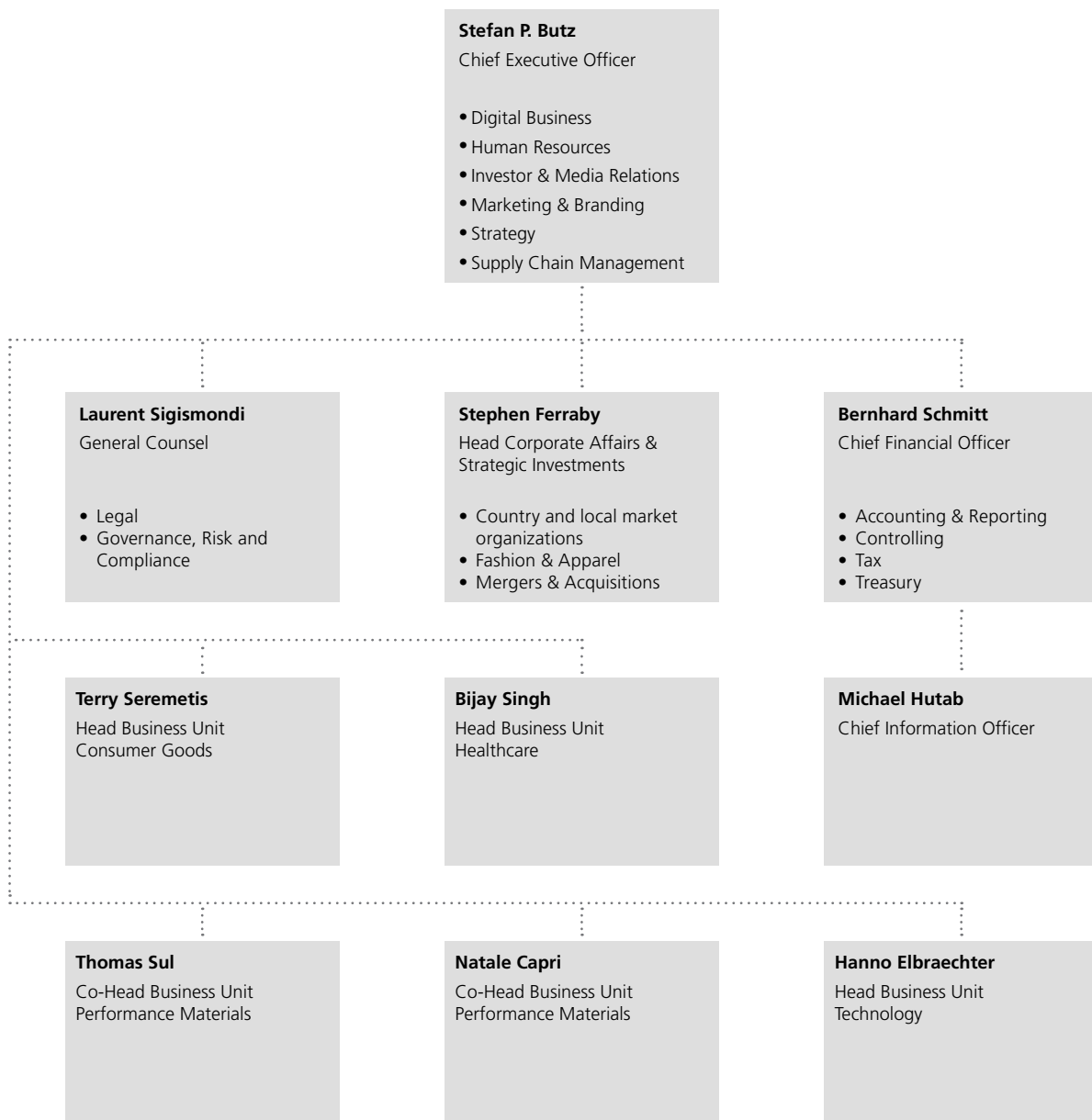
Organizational structure

With an organizational structure that cuts through the complexity of the businesses we manage, we are optimally organized for both today and tomorrow as we continue implementing our strategy for growth. Our structure seamlessly leverages the vast resources of knowledge and market power within our organization for the benefit of all stakeholders.

DKSH's overall strategy and direction is guided by an international Board of Directors. Executive management responsibility for the Group and the implementation of our strategic goals across our markets and Business Units is then ensured by the Executive Committee, led by the CEO.

Our business activities are managed through four highly specialized Business Units. Local market organizations implement Business Unit strategies and enable region-wide coverage, while our Corporate Center provides cost-effective services and a Group-wide infrastructure.

Executive Committee



Read their
biographies at
[dksh.com/
who-we-are](https://dksh.com/who-we-are)

Executive Committee



Stefan P. Butz
Chief Executive Officer
(1968, German)



Bernhard Schmitt
Chief Financial Officer
(1959, German)



Natale Capri
Co-Head Business Unit
Performance Materials
(1970, Italian)



Hanno Elbraechter
Head Business Unit
Technology
(1980, German)



Stephen Ferraby
Head Corporate Affairs &
Strategic Investments
(1964, Australian)



Michael Hutab
Chief Information Officer
(1975, Swiss)



Terry Seremetis
Head Business Unit
Consumer Goods
(1966, Australian)



Laurent Sigismondi
General Counsel
(1976, Swiss and Italian)



Bijay Singh
Head Business Unit
Healthcare
(1964, Canadian)



Thomas Sul
Co-Head Business Unit
Performance Materials
(1965, Dutch)

Our people



People – the key to our success

We are proud of our people: they are the reason we are successful. Our people are the best in the industry. They are passionate about their career growth and about business success – for DKSH as well as for you. They work as part of an energetic and successful team, positively touching millions of lives through the products and services we provide.

Providing unique value

DKSH has a winning formula providing you with unique value: our Swiss heritage – well known for quality and reliability – and our long-term presence in Asia, where we are deeply rooted in the local communities we serve. Across 36 markets, our 33,350 specialists and around 70 nationalities speak your language and understand your culture.

Driving growth, being the difference

We encourage our people to “write their own career ticket” by taking business responsibility and career ownership early on and seizing development opportunities whenever they arise.

Business success requires an entrepreneurial mindset. True to the spirit of our founders, our business model encourages self-starters who can easily adapt to change while working within a consistent, centrally-managed framework. This flexibility to execute on a local level while taking responsibility for business results lets us recognize and reward achievement for high performers.



Learning and development – Fantree Academy

Our business grows because we help our people grow. Our employees drive their personal and professional development, which makes us an employer of choice in most of the markets we serve. Central to this is Fantree Academy, our in-house learning and development center.

Fantree Academy ensures our employees receive the right learning, at the right time. We deliver in multiple formats – classroom, online and on-the-job – with measurable outcomes. This enables our employees to reach their full potential and deliver growth for DKSH, our clients and our customers.

With more than 40 regional programs and dozens of local programs, in 2019 Fantree Academy implemented a learning management system and a shift towards modular and blended approaches to learning.

Sustainability

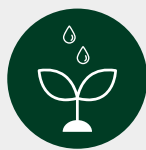


Our approach to sustainability

As a Swiss company deeply rooted in Asia for more than 150 years, being a responsible corporate citizen has always been part of the DKSH mindset. Our business as a Market Expansion Services provider is built on integrity, trust and reliability. These values are deeply engrained in our culture and an integral part of our unique selling proposition.

Our approach to sustainability is to leverage our extensive network to further economic and social progress in the markets we operate in. As a preferred outsourcing partner for renowned international clients, we need to maintain transparency and engage with our business partners to meet growing expectations. As a company with a long-term focus, we are committed to continue on this path.

How we practise sustainability in our business



Environment

We are mindful of the environmental and ecological impact of our activities along our value chain and are committed to reducing our footprint through adequate measures.



Social

We operate in a socially responsible manner with due consideration to the requirements of our stakeholders.



Governance

We strive to maintain the highest standards and ethical values in all our business activities with our employees, stakeholders and third parties.

Read about some of our recent projects:



Environment

Environmental responsibility

DKSH is committed to conducting business in an environmentally sustainable manner and has implemented various energy saving projects over the past few years. We also initiated a partnership with Plant-for-the-Planet in 2019 to achieve climate-neutrality in the founding markets of Japan, Singapore, Philippines and Switzerland as well as compensate emissions from air travel in these markets. In doing this, DKSH takes responsibility for CO2-emissions from business activities.



Social

Support for local communities

As a services provider deeply rooted in Asia for more than 150 years, DKSH is committed to the communities it operates in and supports more than 30 local community projects each year across our markets. These activities focus mostly on children and education, for example donating a school bus in India, day trips for an orphanage in Myanmar or giving gifts to disadvantaged families in Singapore. DKSH has also been partnering with Right to Play for more than 13 years, and has started an exciting three-year program with them and Liverpool FC Foundation to improve the lives of vulnerable children in Thailand through sport and play.



Governance

Information security

Trust and integrity are of paramount importance in our business. As DKSH processes large quantities of data, our clients and other stakeholders have to be confident that we handle their data responsibly and proactively address cybersecurity risks. Our global information security management system underpins our approach to safeguarding data and we therefore embarked on a journey to get our IT systems certified to the ISO 27001:2013 standard, certifying that our SAP system follows the highest security standards.

You can find out more about our sustainability approach and other initiatives in our GRI report at [dksh.com/sustainability](https://www.dksh.com/sustainability)

DKSH Identity

As an international company with over 30,000 employees, our DKSH Identity brings us together as one strong DKSH team working towards a shared goal.

Our purpose

Enriching people's lives.

Our vision

Being the trusted partner.

Our strategy

Growing our four Business Units, strengthening our service offering and increasing operational efficiency.

Our values

Integrity Empowerment Collaboration Entrepreneurship Sustainability

Our promise

Delivering growth – in Asia and beyond.



More than 150 years of history

Three Swiss entrepreneurs embark on a journey to Asia

1865 - 1871

Siber & Brennwald founded in Yokohama, Japan (1865)

Eduard Anton Keller joins C. Lutz & Co. in Manila, Philippines (1868)

Wilhelm Heinrich Diethelm joins Hooglandt & Co. in Singapore (1871)

Establishing flourishing trading houses

1885 - 1887

Keller acquires C. Lutz & Co. and renames it Ed. A. Keller & Co. (1887)

Diethelm acquires Hooglandt & Co. and sets up Diethelm & Co. Ltd. (1887)

Creating local industries and the beginning of globalization

1890 - 1900

Siber & Brennwald enjoys leading position in raw silk market and promotes Japanese silk industry (1890)

Diethelm & Co. markets kerosene, a new phenomenon used for lighting, in Singapore and beyond (1892)

20th century opportunities and challenges

1900 - 1940

SiberHegner & Co. in Japan hit by Great Kanto Earthquake, and made into public company (1932)

Diethelm & Co. opens new offices in Penang (Malaysia), Saigon (Vietnam) and Bangkok (Thailand)

Tiger Economies, Asian crisis and death of trading companies prophesized

1980 - 2000

Rejuvenated Asian economies deliver impressive growth until outbreak of Asian financial crisis (1997)

SiberHegner is restructured and turns around (2000)

Diethelm and Keller join forces to found Diethelm Keller Holding Ltd. (2000)

Stories from our history

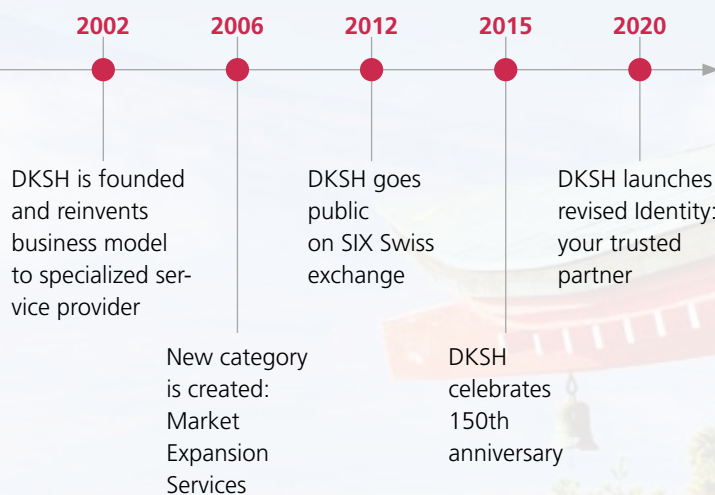
A bear keeps us ahead in Thailand

After World War II, Diethelm Bangkok took over the rights to sell products for the Bernese Alpine Milk Company, which produced a sweetened condensed milk, called Bear. It was challenging to sell the product as cow's milk had never been part of the Thai diet.

In addition to targeting cinema audiences, the company used floating cinemas – boats equipped with a film projector and a screen – which travelled along Bangkok's canals to promote the new milk brand in less accessible districts. The publicity blitz for the Bear milk was very powerful indeed – so powerful that Thai people might have got the impression this milk actually came from bears.

Such innovative and creative marketing efforts paid off. With more and more Thais consuming milk, sales steadily increased and the new brand found its way into many local kitchens.

New chapter in the DKSH success story



"Go east, young man"

The DKSH journey began in 1865. Asia's vast, untapped opportunities encouraged three adventurous Swiss entrepreneurs to venture into the unknown. Caspar Brennwald (who later partnered with Hermann Siber), Wilhelm Heinrich Diethelm and Eduard Anton Keller followed the prevailing advice of the day to: "go east, young man." Independently, they sailed the oceans and endured many setbacks to reach new territories in Asia.

The three pioneers established flourishing trading houses, importing goods from Europe to Asia. In 1865, Siber & Brennwald was founded in Yokohama, Japan. In 1887, Eduard Anton Keller founded Ed. A. Keller & Co. in Manila, Philippines, and Wilhelm Diethelm founded Diethelm & Co. Ltd. in Singapore. And so began our role in helping to establish local industries and facilitating globalization.

Illuminating Asian metropolises

Seizing the opportunity of the opening up of trade flows in and out of Japan and China, one of the first big industrial consignments SiberHegner had shipped from Europe to Japan via the Suez Canal was a set of gaslights from Switzerland destined for Yokohama.

In autumn 1872, the Japanese port city, which at that time already counted more than 300 foreign merchants, saw its first gas lamps burning thanks to DKSH's forefathers. Shortly after, we also supplied gas lamps for the iconic Bund in Shanghai.

DKSH locations

For further information and contact details, visit www.dksh.com or the local website:

Asia Pacific



Australia

dksh.com/australia

Brunei ¹

dksh.com

Cambodia

dksh.com/cambodia

China

dksh.com/china

Guam

dksh.com

Hong Kong

dksh.com/hongkong

India

dksh.com/india

Indonesia

dksh.com/indonesia

Japan

dksh.com/japan

Korea

dksh.com/korea

Laos

dksh.com/laos

Macau

dksh.com/hongkong

Malaysia

dksh.com/malaysia

Myanmar

dksh.com/myanmar

New Zealand

dksh.com/newzealand

Philippines

dksh.com/philippines

Saipan

dksh.com

Singapore

dksh.com/singapore

Sri Lanka

dksh.com/srilanka

Taiwan

dksh.com/taiwan

Thailand

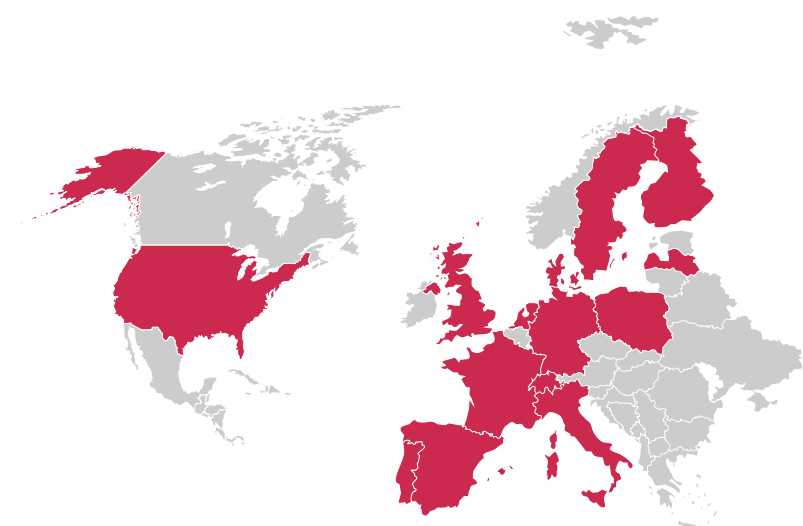
dksh.com/thailand

Vietnam

dksh.com/vietnam

¹ Incorporated under DKSH Malaysia

Americas and Europe



Denmark

dksh.com/denmark

Finland

dksh.com

France

dksh.com/france

Germany

dksh.com/germany

Great Britain

dksh.com/uk

Italy

dksh.com/italy

Latvia

dksh.com

Netherlands

dksh.com

Poland

dksh.com/poland

Portugal

dksh.com/portugal

Spain

dksh.com/spain

Sweden

dksh.com

Switzerland

dksh.com/switzerland

USA

dksh.com/usa

Corporate Brochure 2020

Publisher

DKSH Holding Ltd.
P.O. Box 888
Wiesenstrasse 8
8034 Zurich
Switzerland
Phone +41 44 386 7272

Group Marketing

marketing@dksh.com

Edition: April 2020

