

Market Expansion Services for the healthcare industry



Delivering growth – in Asia and beyond.

Foreword



Bijay Singh

Head Business Unit
Healthcare

DKSH's founding fathers sailed to Asia in the 1860s to establish flourishing trading houses. Now, more than one and a half centuries later, Asia has developed from "the factory of the Western world" into a huge market in its own right. This is reflected in the increase of intra-Asian trade. Driven by a fast-growing middle class, this exciting continent continues to provide tremendous growth opportunities for healthcare companies.

At DKSH, we are proud to provide Market Expansion Services to pharmaceutical, over-the-counter (OTC), consumer health and medical device and diagnostics companies of all sizes that see these opportunities. Our healthcare commercial and distribution capabilities are unmatched. Our clients understand the need to partner with a seasoned expert that knows and understands the market, has strong connections with customers and key stakeholders and most importantly, can get their product into the hands of the end-consumers. This is why, on average, our largest clients work with us for more than ten years and across four Asian markets.

DKSH is publicly listed in Switzerland with a focus on long-term sustainable growth. Corporate governance and compliance standards are embedded in our culture and operations through clear policies, processes and dedicated functions. These standards take into account local and international laws and other sets of rules, such as industry codes, and are regularly reviewed.

The monitoring of compliance with these standards is an ongoing task. For instance, with regard to anti-bribery and corruption, we have designed our standards based on the latest international legislation, such as the US Foreign Corrupt Practices Act (US FCPA) and UK Bribery Act. Furthermore, our operations are aligned with the highest quality standards, including Good Manufacturing Practice (GMP) and Good Distribution Practice (GDP). We report frequently and openly about our business performance.

We help you grow your business in Asia so that you can focus on your core strengths. So whether you are looking for a company to launch your healthcare product in a new market or to increase sales for a product nearing the end of its life cycle, we are your reliable and trustworthy partner.

DKSH at a glance

As the leading provider of Market Expansion Services with a focus on Asia, we help companies to grow their business in new and existing markets. We blend Swiss reliability, professionalism and best practice corporate governance with more than 150 years of uninterrupted presence in Asia.

Our Business Units:

Consumer Goods

Focusing on fast moving consumer goods, food services, luxury goods, as well as fashion and lifestyle products, we help companies grow in Asia through our services including product feasibility studies, marketing and sales, and capillary distribution.

Performance Materials

Supported by our expertise in innovation and formulation, supply chain, sourcing, regulatory and sales & marketing excellence, we distribute a wide range of innovative ingredients and specialty chemicals for the specialty chemicals, food and beverage, pharmaceutical and personal care industries.

Healthcare

With a product range covering pharmaceuticals, over-the-counter (OTC), consumer health and medical devices and diagnostics, we offer services including product registration, marketing and sales, distribution and value-added services such as hospital and patient solutions.

Technology

We cover a broad range of capital investment goods and analytical instruments for which we offer marketing, sales, distribution, application engineering and after-sales services.

Key dates in our history

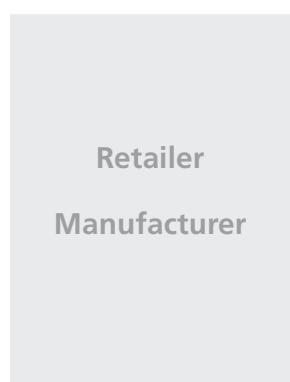
- 1860s: three Swiss entrepreneurs sailed east to Asia and established flourishing companies
- 2002: through the merger of long-established Swiss trading houses Diethelm Keller Services Asia and SiberHegner, DKSH transitioned into the leader in the Market Expansion Services industry
- 2012: we became a publicly listed company on the SIX Swiss Exchange and therefore report frequently and openly on our business and performance

Client



Consumer goods, healthcare products

Customer



We support our clients in marketing, selling and distributing products and provide after-sales services and market insight in new and existing markets

Specialty chemicals and ingredients, analytical instruments and capital investment goods

We support our customers in getting the best raw materials, products and brands at the best price, and provide them with knowledge and market insights

B2B/B2C



B2B

Business Unit Healthcare

DKSH is a leading provider of Market Expansion Services for pharmaceutical, over-the-counter (OTC), consumer health, and medical device and diagnostics companies. We provide access to multiple professional healthcare channels in 13 Asian markets. Our customers include hospitals, clinics, doctors, pharmacies, drugstores, dentists and optical outlets.

Market Expansion Services is an integrated service offering which consists of services extending from registration, market entry studies, marketing and sales, redressing, physical distribution, as well as invoicing and cash collection.

Our nearly 9,000 healthcare specialists provide deep market knowledge coupled with a breadth of competencies that enables us to develop truly customized solutions. Measured in annual sales, we rank among the top ten healthcare companies in many of the markets we operate in. In addition, our capillary distribution network and supply chain capabilities – which include 30 distribution centers – assist us in supporting and representing 550 clients and over 130,000 purchasing and decision-making customers.

Companies with no or limited presence in Asia work with DKSH to open up business opportunities in markets. Large companies with an established presence in Asia typically select DKSH as a partner to outsource specific services to support their business.

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



Country operations in

Region	Country
South East Asia	Indonesia, Malaysia, Philippines, Singapore, Thailand
North Asia, Pacific	Hong Kong, Korea, Macau, Taiwan
Indochina	Cambodia, Laos, Myanmar, Vietnam

Our service offering

One-stop-shop for integrated services

DKSH is the one-stop-shop for healthcare companies looking to grow their business in Asia:

- **Market analysis and research:** we provide market insights for healthcare companies and turn these insights into strategic advice on entering markets or expanding opportunities in existing markets. From product registration to customs clearance and importation, our experts help open up new markets
- **Marketing and sales:** our nearly 6,000 dedicated marketing and sales specialists offer commercial services for different products and services for all relevant channels, customers and outlets. We know how to market products and activate consumers

• **Distribution and logistics:** with our extensive logistics infrastructure and distribution centers, we can transport, store, redress and distribute products efficiently and professionally, and we also handle cash collection

• **After-sales services:** we offer a broad range of after-sales services and support which ensure top quality standards, fast problem resolution and the ability to establish a high-value image

We also offer a range of specialized services

• **Regulatory services:** we provide registration and regulatory consulting services for pharmaceutical, biochemical and over-the-counter (OTC) products, as well as medical devices, diagnostics products,

food supplements and cosmetics. Our regulatory affairs experts with pharmaceutical and scientific backgrounds maintain ongoing liaisons with regulatory authorities, manage our clients' dossiers, process a large number of marketing authorizations on behalf of our clients and safeguard their interests

• **Digital market expansion:** we help clients fulfill their omni-channel strategy through a compelling package of digital solutions such as online channel management, a digital platform for customer management and a range of other digital services. These include webshop development, data integration, digital content and imaging, digital marketing, e-commerce operations, fulfillment, customer service and financial services

Our service offering

Path to country	Market entry	<ul style="list-style-type: none">• Market research and competitor analysis• Registration• Importation and customs clearance	
Path to channel	Demand creation	<ul style="list-style-type: none">• Sales and marketing teams• Staff hosting• Brand management• Promotion management	<ul style="list-style-type: none">• Category management• Telemarketing and telesales• Media relations• Key account management
	Distribution	<ul style="list-style-type: none">• Warehousing• Transportation• Inventory management• Order fulfillment/delivery• Return management• Named patient supplies	<ul style="list-style-type: none">• Order taking or processing• Redressing• Forward and reverse logistics• Special delivery• Consignment inventory management• Clinical trial logistics
	Fulfillment	<ul style="list-style-type: none">• Credit control, invoicing and collection• Tender management• Pharmacovigilance	
	Activation	<ul style="list-style-type: none">• Trade marketing• Field marketing	
Path to purchase	Measurement	<ul style="list-style-type: none">• Market insights• Measurement surveys	

Why work with DKSH in Healthcare

Access to more than 150 years of in-depth market knowledge

Because of our extensive history in the region, we are deeply rooted in communities throughout Asia and have established a vast network of relationships and access to key stakeholders. Our in-depth knowledge of local markets and pan-Asian reach allow us to provide regional solutions for clients by duplicating success across markets.

By connecting with our well-established local network, clients can exploit the full potential of their target market without having to invest in fixed local infrastructure, thereby minimizing risk.

The best people in the industry

People are the most valuable asset we have. We employ the best professionals in all areas of the healthcare industry. Just like the founders of DKSH, our experts share a pioneering spirit and are passionate to drive growth. At the same time, we take charge and are accountable for our actions and outcomes. Clearly defined team roles and processes further ensure that clients get tangible results from the start. Coupled with our strong financial background and high requirements for compliance, transparency and reporting, our people make us a reliable and trustworthy partner.

Network of unique scope and depth

No other company has direct access to as many customers in Asia as DKSH. With our teams and network of modern distribution centers, we cover all professional healthcare and retail markets from hospitals, clinics and pharmacies to supermarkets and specialty stores. We use our strong relationships with customers to drive market share and expand your business.

Unrivalled direct access to customers in Asia

Direct access to 130,000 healthcare and 350,000 consumer goods outlets				
Medical channels	Modern trade	Traditional trade	Other channels	E-commerce
				
Public and private hospitals, clinics	Hyper- and supermarkets	Mom-and-pop stores	Wholesalers, distributors, dealers	Online retailers
Doctors, nurses, dentists	Chain convenience stores	Independent pharmacies and personal care stores	Van sales	E-commerce channels of clients
Specialty stores, optical shops, veterinaries, aged homes	Chain pharmacies and personal care stores	Traditional medicine stores	HORECA and food services	



Modern tools connected to robust IT systems

Our strong field sales force works with our proprietary EchoPLUS Electronic Territory Management System (ETMS) for sales force effectiveness, customer relationship management, consignment inventory management and merchandising management. This tool which functions on mobile phones, tablets and notebooks allows us to spot trends and recognize new business opportunities for clients and customers.

We gain further efficiency through operating one of the largest SAP platforms in Asia, which connects all of our markets. We also regularly develop tailor-made in-house IT solutions to connect our business partners' systems with our own. Clients can access advanced DKSH market insight sales platforms to make better-informed decisions.

DKSH's modern IT platform forms the backbone of our operations. We apply above-industry standards for network and data operations to handle more than 16 million transactions per year. Sophisticated business continuity and disaster recovery plans are in place for unforeseen events.

Dedicated to quality

Our highly-trained and certified employees work with documented Standard Operating Procedures (SOPs) to protect the quality of our clients' products. In addition, our quality specialists across the region are authorized to make decisions independently from the supply chain. This separation ensures that no conflicts of interest occur.

Our facilities are subject to the most stringent international quality requirements, notably:

- ISO 9001: proving our ability to consistently provide high-quality services that meet client, customer and regulatory requirements
- ISO 13485: demonstrating our comprehensive medical device capabilities
- Good Manufacturing Practice (GMP) and Good Distribution Practice (GDP): underlining our reliable redressing and distribution practices

We conduct numerous internal and external audits, and welcome clients to audit our facilities.

Pharmaceuticals



We understand that with a fast-growing middle class and several markets opening up, Asia offers great opportunities for the pharmaceutical industry. At the same time, many governments in the region face budget issues and the influx of counterfeit products remains a challenge.

Business Line Pharmaceuticals helps pharmaceutical companies reap opportunities and overcome challenges through providing Market Expansion Services such as marketing and sales, distribution and logistics, and regulatory support. Our services cover the entire value chain, including specialized

cold chain handling, redressing and clinical trial logistics. We also provide valuable contact and service points with our customer care centers, and handle tenders.

We offer full agency services to companies without legal entities in Asian countries. We have a wide client portfolio consisting of large multinationals, as well as small and medium-sized companies. Our clients range from companies looking to launch in a new market, to those looking to increase sales of products nearing the end of their life cycles. All of them benefit from our deep industry expertise, broad product know-

ledge and unrivalled direct access to hospitals, clinics, pharmacies, doctors and drugstores.

Consistency, reliability and responsibility in our customer relationships are the keys to our sales success. Our solid infrastructure and long-established networks across the region reduce business risks for our partners and help to create sustainable growth.

By taking advantage of our Market Expansion Services, our clients are set free to focus on what they do best: research and manufacturing.

Over-the-counter & Consumer Health



Consumers in Asia are increasingly encouraged to take the route of self-medication due to increased pressure on government healthcare budgets. Added to this, decreasing output from pharmaceutical manufacturing R&D efforts has led to an increased focus on developing innovative over-the-counter (OTC) and consumer health medicines. Together with the increasing middle class in the region, it is not surprising that over-the-counter and consumer health is one of the fastest growing health segments in Asia.

Business Line OTC & Consumer Health helps clients stay ahead in these increasingly competitive segments. We provide a broad range of Market Expansion Services related to the value chain from registration, importation and customs clearance to full-service

representation including marketing and sales, and distribution and logistics. We have a long history of creating market-leading positions for Asian, European and American brands in the Asian market.

Our unmatched capillary distribution network reaches into chain and independent pharmacies, convenience stores, supermarkets and hypermarkets. We can, as required, also leverage our hospital and doctor coverage should a brand require an ethical recommendation. Business Line OTC & Consumer Health also has well-developed coverage in the optical, dental and even home care channels region wide. Our network approach reduces reliance on wholesalers and provides our clients with more direct access to the final customer and, in turn, consumer.

We have strong expertise in helping your products make the last step of the sales process; moving it from the shelf to the consumer's hand. Our sales team work closely to drive sales across the pharmacy channel. We offer a range of tailor-made solutions, from shelf management programs, customer and consumer loyalty schemes to category management and merchandising services. All of these programs are set up to give your brand maximum exposure on the shelf and foster a strong sales and brand image.

Business Line OTC & Consumer Health has access to the channels and customers that your brands need for success in Asia. By leveraging on our regional network and local knowledge, you can be confident that you are set up for success in Asia.

Medical Devices



Constantly changing requirements, a competitive environment and increasingly strict regulations for medical device and diagnostics companies across Asia require an experienced partner who understands the local market. To address the complexity of these Asian markets, DKSH digs deeper to develop solutions for the unique needs of different medical device and diagnostics segments.

Business Line Medical Devices provides customized solutions and services, from distribution to full agency services for medical devices, disposables, capital expenditure equipment and in vitro diagnostics. This also includes orthopedics, cardiac devices, wound care, hospital supplies, diagnostic imaging, ophthalmics, endoscopy, dental care and patient monitoring.

We also possess capabilities in areas such as:

- Clean rooms for orthopedics
- Integrated operating theaters
- Consignment inventory management
- Smart counting
- Dealer management
- Repair and maintenance services
- Regulatory services

With our expert therapeutic knowledge and long-standing relationships, we provide some of the leading medical device and diagnostics manufacturers unrivaled reach into various hospital environments, including operating theaters, day surgery clinics, outpatient surgery units, dental and diagnostic laboratories.

Our fast and efficient distribution service includes round-the-clock delivery of life-saving products, as well as after-sales services for consumers. Our expertise and experience with all regulatory matters support registration and compliant approaches with all legal requirements needed at an international or country level, ensuring that DKSH is your trusted partner in the medical device and diagnostics segment.

DKSH Holding Ltd.

Wiesenstrasse 8, P.O. Box 888, 8034 Zurich, Switzerland
Phone +41 44 386 7272, Fax +41 44 386 7282
healthcare@dksh.com, www.dksh.com

Edition 2020