

Market Expansion Services for capital investment goods and analytical instruments



Delivering growth – in Asia and beyond.

Foreword



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Technology

Long before many of today's companies were created, our founding fathers ventured to Asia to lay the foundation of what is now DKSH. They not only built thriving businesses themselves, they also helped other companies grow and succeed. This is still the core of our business more than 150 years later: we provide a wide range of integrated Market Expansion Services to grow our partners' businesses.

Business Unit Technology provides opportunities for manufacturers of industrial products to expand their business in new or existing markets. For our customers we offer total solutions in the areas of hospitality equipment, industrial materials and supplies, infrastructure equipment, precision machinery, scientific instrumentation, semi-conductor, photo-voltaic and electronics, various specialized industrial applications as well as textile machinery.

For our clients we provide value-added services along the entire value chain including market analysis and strategy, marketing, sales, distribution and logistics, application

engineering and after-sales services such as installations, maintenance and repairs. By covering these important tasks in the product life cycle, our clients can focus on their core competencies: research, development and production.

Our application engineering expertise enables our customers to optimize equipment usage. We operate our own showrooms and laboratories, supplying customers with samples, conducting feasibility and validation testing and helping them to develop new applications.

With corporate governance and compliance embedded in our culture and operations, our clear policies and processes provide our partners with reassurance. On average, our clients work with us for more than ten years. Our partners appreciate our passionate and highly committed specialists, our unparalleled local knowledge and infrastructure as well as our service-driven business model. Coupled with our strong financial background, this makes us a reliable and trustworthy partner in the long run.

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

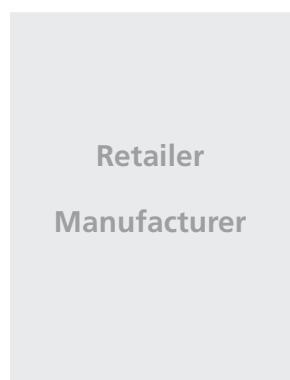
- 1860s: three Swiss entrepreneurs sailed east to Asia and established flourishing companies
- 2002: through the merger of long-established Swiss trading houses Diethelm Keller Services Asia and SiberHegner, DKSH transitioned into the leader in the Market Expansion Services industry
- 2012: we became 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



B2B/B2C



B2B

Market insight

Market insight

Specialty chemicals and ingredients, analytical instruments and capital investment goods

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

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

Business Unit Technology

With over 1,670 specialists, including more than 500 service engineers, DKSH 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.



Our service offering

One-stop-shop for integrated services

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

- **Market analysis and business strategy:**

when our consultants and market researchers at DKSH Technology advise a business partner on new markets to enter and how to do so, we leverage our local expertise and market knowledge to ensure success. We devise market entry strategies as well as sustainable, long-term strategies for existing businesses based on customer requirements

- **Marketing and sales:** our structured and systematic market development ensures that we build brands and increase market share in Asia today and in the long term. Using a state-of-the-art customer relationship management system we are able to provide optimal coverage of our potential customer base by identifying

and qualifying relevant market potential, conducting market segmentation, classifying customers and proactively managing sales activities. Using in-depth market and competitor analysis as a basis to design and implement marketing campaigns and communication strategies, we ensure better penetration of existing products and services as well as successful new product launches. Our marketing portfolio also includes event management, media management and public relations

- **Distribution and logistics:** products are transported, stored and distributed efficiently and professionally thanks to our extensive capacities and expertise. In addition, we offer many integrated supply chain-related services

- **Application engineering:** our application engineers ensure that during pre-sales and on-site process optimization, customized solutions are being designed

and implemented for our customers. From initial drawings to the final products, we focus on providing the most competitive solutions. Our application engineers are supported with more than 26 showrooms and laboratories for demonstrations and trials

- **After-sales services:** through best-in-class after-sales services, we ensure the long-term success of brands and products. Operating with a state-of-the-art service management tool, we leverage the technical knowledge of our field service engineers and hotlines to offer quick response times and fast diagnoses and optimize spare parts availability to maximize uptime for our customers. Through structured service trainings, we ensure that our engineers' knowledge remains current

Our service offering

| Market analysis and strategy | Marketing and sales | Distribution and logistics | Application engineering | After-sales services |
|------------------------------|---------------------------------|----------------------------|----------------------------------|--------------------------------|
| Market analysis | Systematic market penetration | Imports | Time and feasibility studies | Installation and commissioning |
| Market entry strategy | Target selected market segments | Inventory management | Sampling | Operator training |
| Business strategy | | Logistics | Turnkey solutions | Maintenance and repairs |
| | Event management | Distribution | Start-up support | Spare parts and consumables |
| | Media management | | Application training and support | Refurbishments and trade-ins |
| | Public relations | | Process optimization | |

Why work with DKSH Technology

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 tap into 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 technology 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 processes and focused teams further ensure that clients get tangible results from the start.

Regional footprint

Our regional footprint is unique in this industry and enables us to create significant synergies across regions. Competence hubs for product knowledge, service and application expertise ensure optimal regional support; spare parts hubs ensure parts availability; demonstration labs

equipment can be used across the region and best practices can be shared to increase operational efficiency and effectiveness.

Sales and service excellence

Clients want to work with DKSH as no other company in this market can provide the same level of sales and service professionalism. We combine local knowledge, culture, relationships and individual sales and service skills with state-of-the-art systems, a customer relationship management tool and our in-house service management tool. Regular and customized reporting ensure our clients get transparency with respect to project pipelines, sales activities and market coverage as well as market share development.

Unrivaled direct access to customers in Asia

Direct access to more than 82,000 existing and potential customers in around 400 different industries

| Industries (examples) | Other segments (examples) | Online channels | Sub-dealers |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |  |  |
| Aerospace | Academia | Closed market places | To achieve optimal coverage and highest efficiency and effectiveness, sub-dealer networks are installed and managed in a highly professional way |
| Automotive | Convenience stores | Open market places | |
| Construction | Education | | |
| Environmental | Fast food | | |
| Food and beverage | Hotels | | |
| Medical | Restaurants | | |
| Oil and gas | Retail | | |
| Pharmaceutical | | | |
| Textile | | | |
| Wood working | | | |
| Semiconductors | | | |

Business Lines

Hospitality Equipment



The hospitality industry is one of the fastest growing industries in Asia. Hospitality Equipment provides a full range of equipment to hotels, restaurants, convenience stores, coffee shops, shopping malls, supermarkets, food manufacturers, fast-food chains, hospitals and schools. From food design to waste disposal, we manage the whole food and beverage value chain for our customers. We provide integrated support, with our highly qualified specialists and engineers offering services such as installation, training and refurbishment as well as ensuring spare parts availability throughout the entire life span of the product.

With our unique turnkey solutions and first-class technical services, our customers increase food and beverage quality, productivity and business revenue. With our 24/7 service technicians, we minimize equipment downtime and increase productivity.

Industrial Materials & Supplies



Industrial Materials & Supplies offers a broad range of products such as cables and electrical accessories including cable connectors, control and integration and solar products. Through our industry-specific expertise, product availability and options to bundle multiple products into solutions, we deliver value to our customers in industries such as food and beverage, mining, automation, construction and machine tools.

We also provide construction material, fasteners, hand power tools, lubricants and metals. With our specialist knowledge in advanced metals, we offer metal specialties, high-end, value-added, semi-finished products, titanium, stainless steel, various metal powders and other metal alloys for industries, including medical and aerospace.

Infrastructure Equipment



The growth of the South East Asian market largely relies on the improvement and expansion of its infrastructure. Tight schedules must be adhered to while still ensuring construction quality. Highly reliable products, low operating costs and downtime minimization are requirements for those in the construction business.

Infrastructure Equipment offers comprehensive products and services in the area of construction, transport and lifting, quarrying and mining, accessories of infrastructure equipment, enforcement, security and parking to address these requirements. With extensive experience in heavy equipment, our highly-trained specialists and engineers provide services including installation, commissioning, training, preventive maintenance, minor and major repairs, service contracting as well as refurbishment.

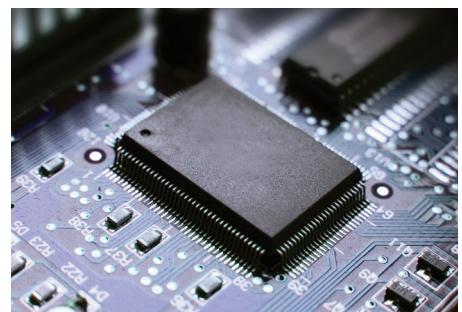
Precision Machinery Equipment



Scientific Instrumentation



Semiconductor, Photovoltaic & Electronics



Precision Machinery Equipment offers a broad range of machinery in the areas of metal cutting and forming, additive manufacturing, testing and measuring, gear cutting and measuring, wire harnessing and wood working. We also offer advanced process auxiliaries, peripheries and consumables to optimize manufacturing processes.

In today's manufacturing environment, companies need to focus on productivity, quality and accuracy as well as space optimization and energy savings to meet the requirements of their customers. This is why we focus on the machining process and provide time studies, feasibility studies and test cuts to develop the most competitive solution for our customers. Besides stand-alone machines, we provide turnkey and automation solutions integrating different machining technologies into one system. We provide proven machining solutions from world-renowned manufacturers for industries such as aerospace, automotive, dental, education, jewelry, mold and die, medical, construction, oil and gas, railway and shipbuilding.

As governments and private companies in Asia are increasing their investments in research and development as well as in production capacity and capability, laboratories are facing an increasing demand to produce more accurate results in less time at a reduced cost.

With a complete portfolio of instruments, general equipment, consumables, applications and services, Scientific Instrumentation provides total solutions to overcome complex challenges, improve results and increase productivity.

We offer laboratory and in-process applications covering a wide range of industries such as material science, energy, environmental, food and beverage, pharmaceutical and life science, academia and research.

In addition to the leading technological innovations to support universities, research institutes, hospitals, industrial and commercial companies, we provide unparalleled services and expertise including designing, building, equipping and servicing entire laboratories for our customers.

The technology industry has always been driven by innovation. As soon as a new technology is launched, the next generation is already in development. Semiconductor, Photovoltaic & Electronics provides high-quality tools and advanced process auxiliaries for the semiconductor, photovoltaic and electronics industry that support the development of new processes to develop innovation. We are a full-service provider for applications in front-end processes, back-end processes, ingot and wafer manufacturing, solar cell manufacturing, module manufacturing, thin-film manufacturing, touch panels, LED and micro-electronics.

Together with our equipment, we offer process development supporting our customers in establishing optimized and reliable processes. Our engineers provide support for increased throughput, raised yield and reduced cost of ownership.

Specialized Industrial Applications



Textile Machinery



Specialized Industrial Applications provides a broad range of products from market leaders and internationally renowned brands across several different industries in the following fields: coating equipment, compressors, power generation, engines, environmental technologies, food processing, packaging, heat treatment, printing and pumps.

Our dedicated and highly qualified specialists and engineers provide customized solutions and professional after-sales services throughout the entire product life cycle.

The textile industry is a complex industry, starting from fiber production in agriculture to mineral/chemical processes to develop man-made fibers.

Textile Machinery provides first-rate technical solutions, products and consumables for processes such as filament spinning, yarn winding, weaving and weaving preparation, knitting, embroidery, dyeing and finishing, printing as well as electronic supervision systems and quality control equipment such as color measuring and weft strengtheners. Our specialists and engineers take care of the installation and commissioning of machines and ensure spare parts availability. We service machines throughout the entire product life cycle from in-house repair services to product components.

Some of our clients



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