

# Corporate Brochure 2018

Think Asia. Think DKSH.

*“We deliver solutions to grow your business in Asia. Our vision is to be known as the leading Market Expansion Services provider with a focus on Asia.”*

Stefan P. Butz, CEO of DKSH



# Key figures 2017



**11.0**  
**billion**  
net sales in 2017



**29**  
innovation  
centers



**160**  
distribution  
centers



Operations in  
**37** countries  
**825**  
business locations



**31,970**  
employees



**1,600**  
clients

**1,900**  
suppliers

**500,000**  
customers

# Welcome from the CEO



2018 is a year full of exciting opportunities in Asia's fast-paced, high-growth markets. And although evident to varying degrees in each industry and across each nation, routes-to-market are becoming more diverse, more complex and more competitive for companies both from the west and the east as consumer tastes and expectations change.

That's where we can help you. As an organization with more than 150 years of experience representing companies in Asian markets, when you partner with us, you benefit from our in-depth knowledge and insights into customers and consumers, local markets, regulations, business networks as well as an omni-channel outlook.

Simply put, by using our Market Expansion Services, you will receive an integrated and comprehensive portfolio of services precisely tailored to your needs, so you can reach your business goals and grow your business in new or existing markets in Asia.

Join us and benefit from fast-growing economies, an increasing Asian middle class and the full advantages of outsourcing aspects of your business with seamless services and solutions across multiple countries.

Please get in touch to find out how we can develop your business in Asia!

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

Stefan P. Butz  
CEO



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## Four reasons to partner with us

1. **Proven track record**  
We have a proven track record of successful partnerships with leading companies in the industry. Our expertise and experience enable us to deliver exceptional results for our partners.
2. **Global reach**  
With a global presence, we can help you expand your business into new markets and reach a wider audience. Our extensive network of contacts and resources gives us a significant advantage.
3. **Cost-effective solutions**  
We offer cost-effective solutions that maximize your budget and deliver the best possible return on investment. Our efficient processes and scalable services ensure you get the most value from your partnership.
4. **Personalized service**  
We provide personalized service tailored to your specific needs and goals. Our dedicated team works closely with you to understand your requirements and deliver customized solutions that drive your success.



# No.1

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**DKSH is the No. 1 Market Expansion Services provider with a focus on Asia, and we continue to grow.**

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 800 business locations across the region and a distinctively pan-Asian approach, we are literally woven into the fabric of the countries we serve – and as they grow, we grow with them.







# Unique value

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

For more than 150 years, we have been representing Western companies in Asia. We have experienced first-hand all the challenges our clients and customers 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

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

Very well diversified, unique and highly scalable, our business is very 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 sustainable, profitable and inclusive 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

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**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.

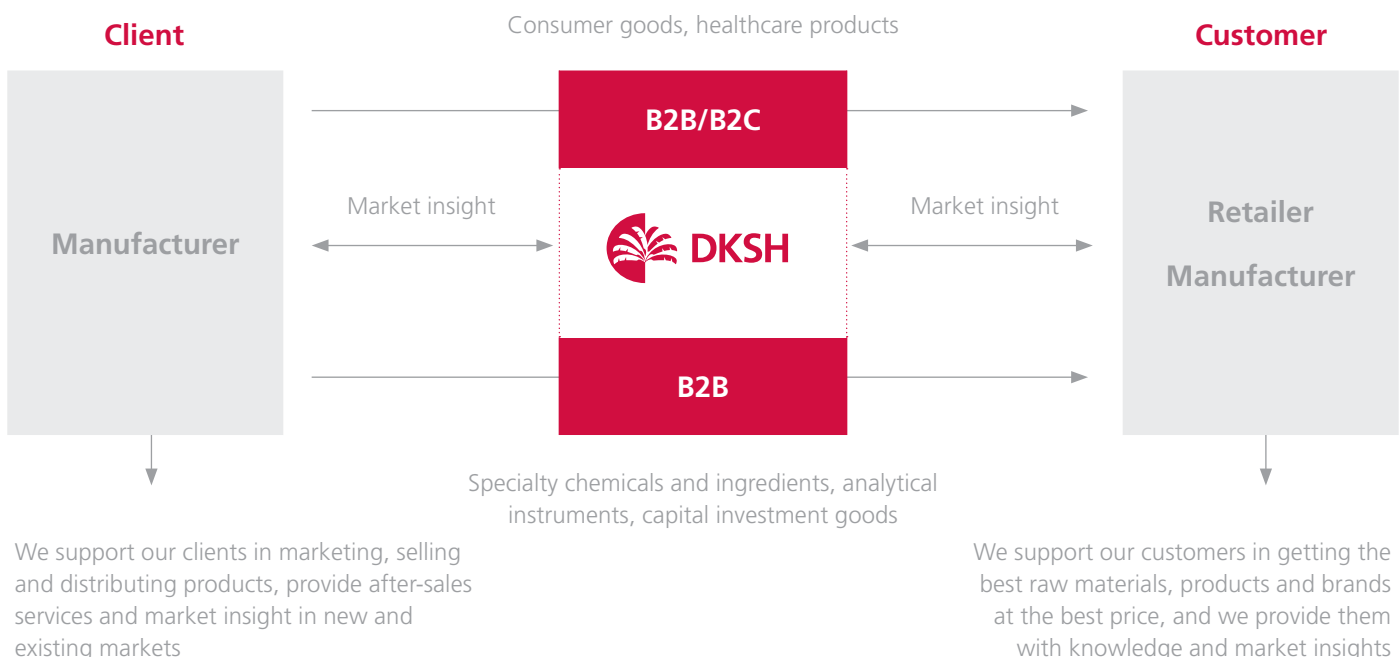
We support our clients in marketing, selling and distributing their products, as well as providing after-sales services and market insight.

## 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, or retailers such as supermarkets, department stores, mom-and-pop stores, luxury and apparel boutiques, doctors, hospitals or 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 insight.



# What we do



## DKSH in brief



DKSH is the leading provider of Market Expansion Services with a focus on Asia. We help companies grow their business in new or existing markets.

Headquartered in Zurich, we blend Swiss reliability, professionalism and best practice corporate governance with more than 150 years of experience in Asia.

Our industry expertise is reflected in our four highly specialized 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.

### 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, and capillary distribution.

### Performance Materials

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

### 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.

# 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 analysis and research, 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 the 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 goods 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.

Learn more about the Market Expansion Services industry at: [www.dksh.com](http://www.dksh.com)

## Services we offer



Choose the services you need to grow your business from our comprehensive and ever-growing 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 analysis and research

Innovate for growth with:

- Access to our 29 innovation centers where we generate new product ideas, develop and customize them, work on new ingre-

dients and technology applications, provide hands-on training and acceptance tests

- Strategic advice combined with market activity information

### Marketing and sales

Open up new revenue opportunities with:

- A complete array of marketing and sales services for your products
- Access to all relevant channels to market, customers and outlets across Asia Pacific

### 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 including product registration, regulatory support, customs handling, importation, logistics, repackaging, invoicing, cash collection and supply chain management

### 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

## Our Business Units

Our business units are organized into three main categories:

1. **Manufacturing**

2. **Services**

3. **Support Functions**

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# Consumer Goods

**CHF 3.6 billion**  
net sales (2017)

**CHF 105.9 million**  
EBIT (2017)

**18,340**  
specialized staff

**310,000**  
retail outlets served

**520**  
clients

**22**  
countries



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 310,000 retail outlets and operates 65 distribution centers in Asia. Serving more than 500 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 Gourmet Fine Foods caters to the rapidly growing hospitality industry in the region. DKSH is also the sole franchisee and distributor of Levi's® products in Thailand and Cambodia.

## Success story: expanding sales for GarudaFood

### Background

The Indonesian food and beverage company GarudaFood was seeking to expand its business to other Asian markets. 2015 marked the start of their regional expansion with DKSH into Thailand and Myanmar, followed by Cambodia in 2017.

### 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 6.1 billion**  
net sales (2017)

**CHF 146.5 million**  
EBIT (2017)

**9,370**  
specialized staff

**150,000**  
customers in Asia

**500**  
clients

**14**  
countries



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 countries, including hospitals, clinics, doctors, pharmacies, drugstores, 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 over 9,000 healthcare specialists provide deep market knowledge coupled with a breadth of capabilities that enables us to develop truly customized solutions. We support and represent 500 clients and serve over 150,000 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:**  
**supporting exponential growth in a**  
**challenging market**

**Background**

Since 2015, DKSH has partnered with one of the world's leading pharmaceutical corporations to drive the growth of a new prescription drug in the challenging Hong Kong market.

**Challenge**

In 2014, a multinational pharmaceutical company introduced a prescription drug to the Hong Kong market. This drug had proven to be of significant clinical benefit but was categorized as a self-financed item (SFI) and was not yet covered by government hospitals as a tender item.

In the first two years after the introduction of the drug, part of the sales and distribution were carried out by another party. However, sales results were not satisfying. In 2015, trade sales activities were outsourced to DKSH because of our good track record, broad reach and long-standing relationships with pharmacists.

**Approach**

To drive sales growth, the collaboration between DKSH and the client had to go beyond just "order taking". An assertive approach was needed to increase trade channel penetration.

DKSH's sales specialists used their therapeutic knowledge to convince trade pharmacists about the product's benefits. They also closely monitored competitors, provided market intelligence to the client, proposed



*“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

new trade marketing ideas and advised the client on a market penetration strategy.

For example, the DKSH trade sales team collected stock information on all customers by month and calculated the real sales quantity to patients, so that the client's marketing team could evaluate the performance of their marketing activities.

**Results**

With the DKSH trade sales teams and the client's ethical and marketing teams working as one, the company managed to beat

the sales target. DKSH penetrated up to 95 percent of drugstores in Hong Kong. The partnership led to a four-fold sales increase in the first year and a two-fold increase in the second year.

Due to the strong and successful cooperation, the market share of the drug in the challenging Hong Kong market continues to increase. At the end of 2017, the client also decided to outsource distribution services for the drug to DKSH.



# Performance Materials

**CHF 894.1 million**  
net sales (2017)

**CHF 73.2 million**  
EBIT (2017)

**1,010**  
specialized staff

**20,000**  
customers in Asia

**31**  
countries



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 formulation, supply chain, regulatory and marketing information services.

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 29 state-of-the-art innovation centers, we provide application know-how and develop cutting-edge for-

mulations 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 enable our sales force with new technologies to extend our market reach. Through next level digital solutions, we provide market insights and trend analysis to create business opportunities and strengthen your competitive advantage.

With over 1,000 specialists in 100 locations across 31 countries, 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:

### WACKER Biosolutions innovate for growth

#### Background

DKSH has been working with WACKER Biosolutions in India since 2015. WACKER's CAVAMAX® W6 is quickly gaining ground in India's dietary supplement market thanks to DKSH's comprehensive knowledge of the region's nutraceuticals industry. Nutraceuticals are functional foods with nutritional and/or physiological benefits usually presented as pills, capsules and powder.

#### Challenge

The use of CAVAMAX® W6 as an active nutraceutical is already quite common in the USA and Europe, but had not previously been used as such in India. Thus, DKSH was called upon to promote CAVAMAX® W6 in nutraceutical products for the dietary supplement market, particularly to facilitate weight and diabetic management.

#### Approach

DKSH leveraged their strong relationships within the nutraceutical industry in India and across South East Asia to promote the benefits and applications of CAVAMAX®. As the team saw that the products were the right fit for the dietary supplement market, it utilized a DKSH innovation center to develop the ideal formulations and concepts specifically for the weight management markets.

#### Results

As a result, WACKER Biosolutions have already secured orders for the next ten months for CAVAMAX® W6. In addition, four projects are being commercialized through this collaboration while ongoing commercialization activities are being undertaken for other applications such as herbal extracts.



*“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.

# Technology

**CHF 404.2 million**  
net sales (2017)

**CHF 23.1 million**  
EBIT (2017)

**1,250**  
specialized staff

**25,000**  
customers in Asia

Network of more than  
**360**  
clients and  
**200**  
suppliers

**18**  
countries



With 1,250 specialists, including more than 500 service engineers, DKSH Business Unit Technology serves a customer base of over 25,000 companies. It operates in 18 countries from 75 business locations and is supported by more than 25 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:**  
**first turnkey data center in Indonesia**  
**Background**

The Indonesian government's strategic direction is to push for nationwide coverage of the fiber and 4G network as well as for all data from Indonesian companies to be stored within the country.

As the exclusive representative and distributor for Vertiv (a provider of infrastructure technology, formally known as Emerson Network Power) in Indonesia and Japan, DKSH was approached by the second largest telecommunications company in Indonesia who wanted to continue to modernize, enhance and expand their network and communication infrastructure.

**Challenge**

Our telecommunications customer wanted to rapidly grasp market opportunities and build a modern, reliable and efficient data center to fulfill market needs and international regulations for data storage.

DKSH knew that a "traditional" data center would not be enough to meet the customer's requirements. It needed an internationally-certified data center, a fast construction lead time and a readily available local design and service team, all at a reasonable price.

**Approach**

Equipped with a certified design and after-sales service team, DKSH leveraged its strong network of local partners and consultants to meet the customer's tight technical, bud-



*"Congratulations to the DKSH team on this landmark project. The winning approach was based on demonstrating superior turnkey data center design that exceeded the customer requirements coupled with strong project management and local service support."*

Anand Sanghi, President of Vertiv in Asia.

get and timeline requirements. The regular and close collaboration between the local DKSH and regional Vertiv experts meant that the customer had a "one team" experience.

Besides consulting services, DKSH also acted as the main contractor to build the turnkey solution including civil, mechanical and electric work, power and cooling equipment, generators, racks, batteries and customized data center monitoring software.

**Results**

The new facility helps the customer serve the banking industry, a growing segment in the B2B co-location business. Despite being a relative newcomer to the telecommunications industry, DKSH has gained the trust of its customers, partners and competitors and was recently nominated as among the "Top 5 Data Center System Integrators in Indonesia" by IPSOS business consulting firm.





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*“On behalf of Lindt & Sprüngli, I thank DKSH for the successful cooperation over the last 60 years. DKSH strongly supported us in gradually expanding our business in certain Asian markets and positioning ourselves as a premium chocolate brand in this region. Particularly in Hong Kong, where we were able to become the market leader with DKSH.”*

Dr. Dieter Weisskopf, CEO, Lindt & Sprüngli

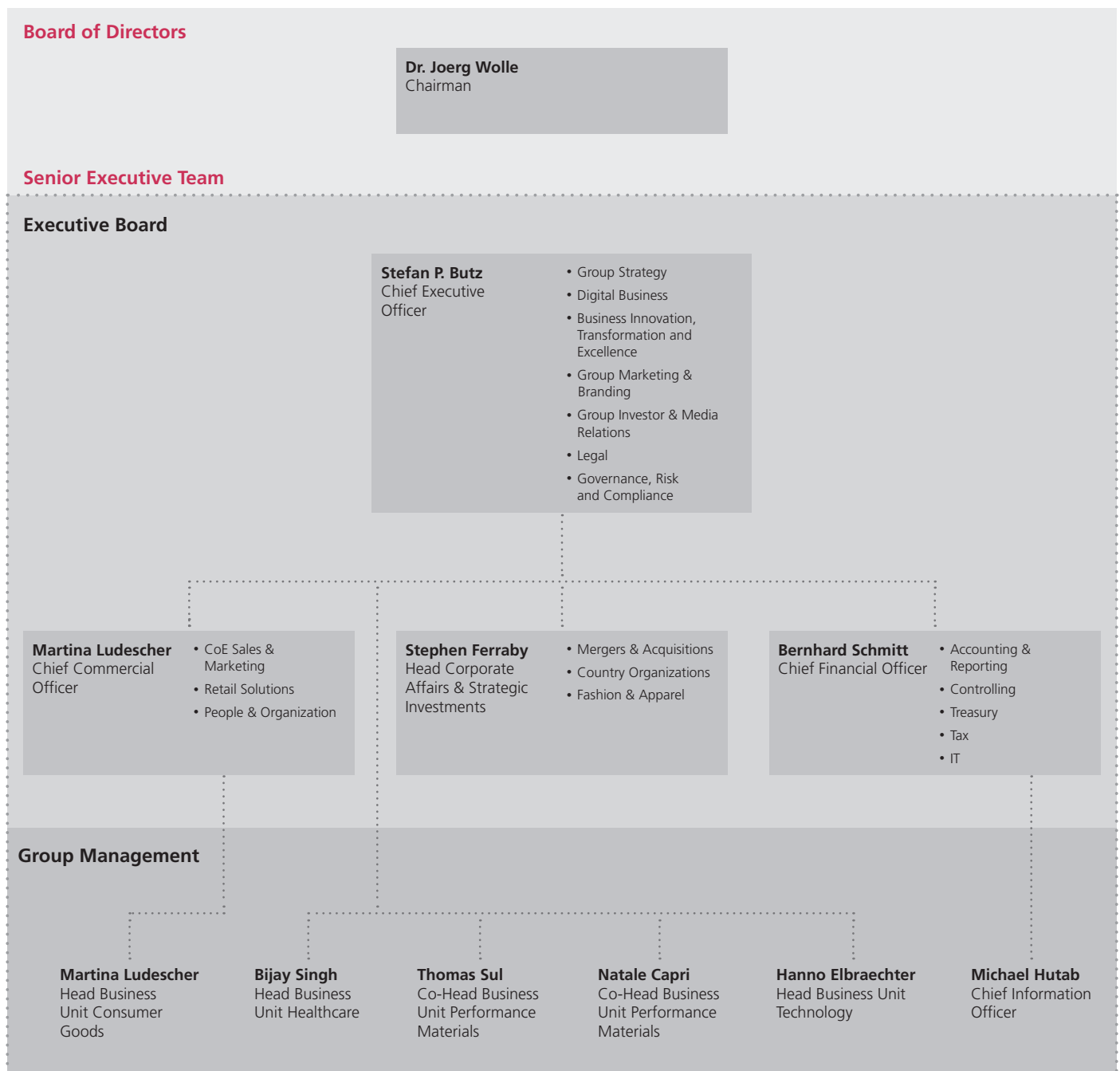
# About us

# 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 sustainable, profitable 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 Senior Executive Team. The Senior Executive Team is led by the CEO and made up of two tiers: the Executive Board and Group Management.

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



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

## Executive Board



**Stefan P. Butz**  
CEO  
(1968, German)



**Martina Ludescher**  
Chief Commercial  
Officer  
(1977, Swiss)



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



**Bernhard Schmitt**  
Chief Financial  
Officer  
(1959, German)

## Group Management



**Martina Ludescher**  
Head Business Unit  
Consumer Goods  
(1977, Swiss)



**Bijay Singh**  
Head Business Unit  
Healthcare  
(1964, Canadian)



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



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



**Hanno Elbraechter**  
Head Business Unit  
Technology  
(1980, German)



**Michael Hutab**  
Chief Information  
Officer  
(1975, Swiss)



# People and values



## 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 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 37 countries, our roughly 32,000 DKSH people and around 70 nationalities speak your language and understand your culture.

## Driving growth, being the difference

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.

*“Fantree Academy differentiates DKSH from the competition by supporting our employees to effectively understand and meet client and customer needs.”*



### Learning and development – the DKSH Fantree Academy

Our business will only grow if our people do. Our employees drive their personal and professional growth, which makes us an employer of choice in most of the markets we serve. Central to this is DKSH Fantree Academy, our in-house learning and development center. Fantree Academy gives our people the capabilities they need to drive sustainable, profitable and inclusive growth.

### United by five values

Our unique corporate culture has emerged because of the diversity of our people, the countries we are in and the

industries we serve. You see this culture reflected in our five values which are further reinforced across our business.



#### Authentic

We are dependable and act in a straight forward way

#### Committed

We take charge and act results-oriented

#### Entrepreneurial

We are self-driven and act with a pioneering spirit

#### Passionate

We take people seriously and act with passion

#### Pragmatic

We are hands-on and act with common sense

# Sustainability

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*“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 trust, integrity and reliability. This is part of DKSH’s unique selling proposition, on which we do not compromise.*

*As a preferred outsourcing partner for renowned international clients, sustainability is built into our business. We strive for continuous improvement in efficiency and effectiveness to minimize our impact on the environment and conduct our business in a fair and responsible manner; with dignity and respect for human rights.”*

Stefan P. Butz, CEO.

## **Our guiding principles**

At DKSH, we conduct our business in a manner that strives to incorporate the needs of our stakeholders:

- We offer a work environment that is safe, healthy, clean and attractive, enabling personal growth and driving the long-term success of our business
- We strive to continuously create value for our stakeholders and achieve sustainable, profitable and inclusive growth to invest and innovate, create employment opportunities and pay attractive returns on invested capital

- We maintain the highest professional standards and ethical values through compliance with our Code of Conduct
- We are committed to conducting our business in a manner that respects the rights and dignity of everyone affected by our business activities
- We seek to minimize the environmental and ecological impact of our activities throughout the value chain
- We are deeply rooted in the communities we serve and create opportunities and developments across society

## **We commit to sustainability by**

- Practicing good corporate governance and compliance
- Minimizing our impact on our environment
- Supporting the local communities that we operate in





### Environment

#### Winning reduction of CO2 emissions in Vietnam

DKSH Vietnam uses co-processing, one of the most socially and environmentally responsible methods for disposing of healthcare-related waste. This process substantially reduces CO2 emissions and results in zero ash disposal. We are proud to have won an award from INSEE Ecocycle, a leading waste management company in Vietnam, recognizing our achievement in reducing greenhouse gas emissions by 82 tCO2e in 2016.

### Social

#### Empowering children through play in Thailand

Together with our long-term partner, Right To Play, DKSH Thailand organized a series of "Play Days" in local schools, as well as a Charity Day in Bangkok in 2017. Over 50 DKSH specialists participated in various locations and through playing games, helped more than 300 disadvantaged children learn about the importance of collaboration, managing emotions, setting goals and other life skills. They were special days for all involved.



### Governance

#### Gold Ecovadis rating in France

DKSH France participated in a CSR rating process by Ecovadis. We were awarded with a gold rating and scored above industry-average in all four main categories: environment, labor practices, fair business practices and sustainable procurement. We are especially proud of achieving a strong rating for our labor and fair business practices, confirming our systematically compliant behavior across our business.



# More than 150 years of history

**Three Swiss entrepreneurs embark on a journey to Asia**

**Establishing flourishing trading houses**

**Creating local industries and the beginning of globalization**

**20th century opportunities and challenges**

**Tiger Economies, Asian crisis and death of trading companies prophesized**

**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)

**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)

**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)

**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)

**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

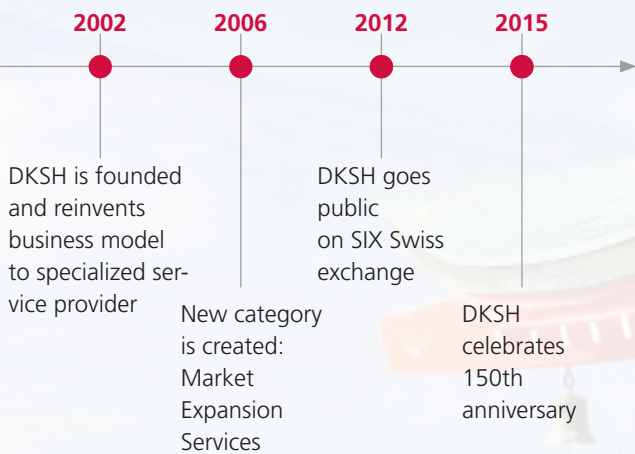
After World War II, Diethelm Bangkok took over the rights to sell products for the Bernese Alpine Milk Company, which produced a sweetened condensed milk, called Bear. It was challenging to sell the product as cow's milk had never been part of the Thai diet.

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 Hegner), 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](http://www.dksh.com) or the local website:

## Asia Pacific



<sup>1</sup> Incorporated under DKSH Malaysia

### Australia

[dksh.com/australia](http://dksh.com/australia)

### Brunei <sup>1</sup>

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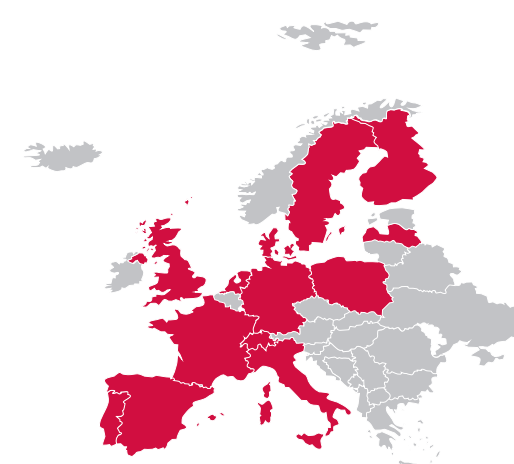
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