

Media release

DKSH and Kellanova Collaborate to Distribute Kellogg's and Pringles in Peninsular Malaysia

DKSH Malaysia has entered into a strategic partnership with Kellanova, the global snacking company behind iconic brands such as Kellogg's and Pringles. DKSH will deliver full-service distribution and trade marketing activities across Peninsular Malaysia, strengthening the presence of these iconic brands in both retail and digital channels.

Petaling Jaya, Malaysia, November 3, 2025 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, is pleased to announce a new strategic partnership with subsidiaries of the global leader in the snacking and cereal industry, Kellanova.

This partnership represents a significant milestone for DKSH, demonstrating its proven capabilities in supporting global brands with ambitious growth plans. Through this collaboration, DKSH will help strengthen the market presence of these iconic brands by Kellanova - household names that Malaysian consumers have enjoyed for generations. The collaboration will bring a selection of Kellanova's most beloved products to more Malaysian households, including Kellogg's Froot Loops, Coco Galaxy, and Corn Flakes – cereals known for their vibrant flavors and wholesome crunch - as well as Pringles Original and Sour Cream & Onion, offering signature crisp and bold taste.

Under the agreement, DKSH will provide full market expansion services for Kellogg's and Pringles in Peninsular Malaysia, including sales, trade marketing activities, distribution and logistics, credit and collection, and merchandising. Pringles will be distributed across all channels, including Food Services, while Kellogg's will be available across all channels except Food Services. DKSH will also execute strategic trade marketing activities on the ground to ensure impactful in-store visibility, promotions, and consumer engagement that drive brand growth and accessibility.

Daniel Schwalb, Vice President, Fast Moving Consumer Goods at DKSH Malaysia, shared: "This partnership is a strong testament to DKSH Malaysia's capabilities and reputation in the market. But beyond scale, it is truly about impact - unlocking new growth opportunities for Kellanova while delivering even greater value to Malaysian families through their portfolio of iconic brands. Our commitment is to make these beloved products more accessible, ensuring that whether it is a family starting their day with Kellogg's or friends sharing Pringles, these moments of enjoyment are within easy reach for consumers across Peninsular Malaysia."

This strategic partnership reinforces DKSH's position as the preferred growth partner for global consumer brands seeking to deepen their connection with Malaysian consumers. With DKSH's robust distribution network, retail expertise, and deep understanding of local market dynamics, Kellanova's iconic brands are set to reach more families and create more moments of enjoyment nationwide.

About DKSH

For 160 years, DKSH has been delivering growth for companies in Asia and beyond its Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, DKSH offers sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services, following its purpose of enriching people's lives. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 36 markets with 28,060 specialists, generating net sales of CHF 11.1 billion in 2024. DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury and lifestyle products as well as hair and

skin cosmetics. With 14,250 specialists, the Business Unit generated net sales of CHF 3.4 billion in 2024.
www.dksh.com/cg

For further information, please contact:

DKSH Holdings (Malaysia) Berhad

Christy Chow

Senior Manager, Marketing & Communications

christy.hm.chow@dksh.com

Kaylynn Yap

Specialist, Marketing & Communications

kaylynn.yap@dksh.com

DKSH Business Unit Consumer Goods

Patcharapan Poolpechr

Senior Manager, Group Marketing

+66 (0)64 182 7142

patcharapan.p@dksh.com