

Media release

DKSH and Reckitt Expand Partnership to Strengthen Distribution and Commercial Excellence for Consumer Health Brands in Malaysia

DKSH has entered into a strategic partnership with Reckitt to provide comprehensive commercial and logistics services for its leading consumer health and hygiene portfolio across Malaysia. This partnership builds on DKSH's existing collaborations with Reckitt in Vietnam and Thailand, further strengthening Reckitt's regional presence and operational excellence in Asia.

Petaling Jaya, Malaysia, December 17, 2025 – DKSH Business Unit Healthcare, a leading partner for companies seeking to grow their healthcare business in Asia and beyond, has entered into a strategic partnership with Reckitt, to enhance the distribution, commercial coverage, and operational excellence of its leading consumer health and hygiene portfolio in Malaysia.

Under the agreement, DKSH will provide full market expansion services including sales, merchandising, distribution and logistics, as well as credit and collection management, exclusively within the medical and independent pharmacy channels across Malaysia.

This collaboration covers a wide range of Reckitt's trusted brands, including Gaviscon, Strepsils, Nurofen, Cardiprin, Durex, Bonjela, Optrex, Dettol, Veet, Woodward's, Glucolin, Senokot, and Fybogel, supporting Reckitt's ambition to reshape its operations as a world-class consumer health and hygiene organization.

This partnership further builds on DKSH's strong track record in the region, including successful collaborations with Reckitt in Vietnam and Thailand, where DKSH supports Reckitt through full market expansion services, as well as DKSH Malaysia's Consumer Goods' ongoing partnership with Mead Johnson Nutrition, another subsidiary of Reckitt.

Ankur Chaudhary, General Manager Malaysia & Singapore, at Reckitt, commented: "We are pleased to collaborate with DKSH Malaysia, whose strong distribution capabilities and expertise in the healthcare sector make them a trusted partner. This partnership supports our mission to make our brands more accessible, ensuring Malaysians can continue to rely on our trusted health and hygiene solutions every day."

Sandeep Tewari, Vice President, Healthcare and Head, Country Leadership, Malaysia, added: "We are proud to expand our existing and successful partnership with Reckitt, a global leader in consumer health and hygiene. Leveraging DKSH's extensive commercial network, deep expertise, and logistics excellence, we aim to drive sustainable growth, expand Reckitt's market reach, and create meaningful impact for healthcare professionals and consumers."

Together, DKSH and Reckitt are committed to enhancing operational efficiency, accelerating market footprint, and driving better health outcomes for consumers across Malaysia - supporting the companies' shared purpose of enriching people's lives and advancing healthcare for all.

About Reckitt

Reckitt is a global leader in consumer health, hygiene, and nutrition, committed to creating a cleaner, healthier world. In Malaysia, Reckitt manages a strong portfolio of trusted brands including Dettol, Strep-sils, Durex, Gaviscon, Nurofen, Bonjela, Cardiprin, and Fybogel. The Malaysia operations also support regional supply chain activities across Southeast Asia, reinforcing Reckitt's role in delivering high-quality health and wellness solutions to consumers. www.reckitt.com

About DKSH

For 160 years, DKSH has been delivering growth for companies in Asia and beyond across 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 Healthcare distributes pharmaceuticals, consumer health, over-the-counter products and medical devices. With around 7,940 specialists, the Business Unit generated net sales of CHF 5.7 billion in 2024. www.dksh.com/hec

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