



Media release

DKSH Partners With Oriental Kopi to Deliver Nanyang Coffee and Spreads to Singapore

DKSH enters a new partnership with Oriental Kopi in Singapore. By leveraging DKSH's proven consumer goods expertise and strong market expansion capabilities, Oriental Kopi's authentic Nanyang coffee and spreads will be delivered to Singaporean consumers, strengthening the brand's presence and accelerating growth in Singapore's competitive FMCG sector.

Singapore, October 2, 2025 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, has announced a new partnership with Oriental Kopi, a brand renowned for its rich heritage in Nanyang coffee culture, in Singapore. This collaboration aims to bring Oriental Kopi's signature coffee sachets and spreads to households across Singapore, offering families a convenient way to enjoy authentic flavors rooted in generations of coffee-making tradition.

With its origins in Malaysia, Oriental Kopi is celebrated for blending time-honored brewing techniques with modern innovation, delivering the unmistakable taste of Nanyang coffee that has been cherished for generations.

Through this partnership, Oriental Kopi's popular coffee sachets and indulgent spreads, including its signature kaya, will be made more widely available in Singapore. Leveraging DKSH Singapore's robust distribution network, marketing expertise, and strong retail presence, the collaboration will enable Oriental Kopi to expand its footprint and reach more consumers who are seeking authentic local coffee experiences in the comfort of their homes.

Calvin Chan Jian Chern, Founder & Owner of Oriental Kopi, shared: "Our partnership with DKSH Singapore marks an exciting chapter for Oriental Kopi as we continue our journey to share authentic Nanyang coffee and spreads with more people. With DKSH's strong expertise and network, we are confident this collaboration will allow us to reach more households and preserve the rich kopi heritage."

Adrian Kang, Vice President, Fast Moving Consumer Goods, DKSH Singapore, shared: "We are proud to partner with Oriental Kopi to bring their unique and much-loved flavors to Singapore. At DKSH, our mission is to support brands in unlocking growth opportunities while connecting consumers with quality products that celebrate tradition and culture."

The launch of Oriental Kopi sachets and spreads in Singapore reflects a growing demand for convenient, high-quality coffee and heritage-inspired food products, catering to consumers who want both authenticity and accessibility.

About Oriental Kopi

Founded in 2020, Oriental Kopi blends nostalgic charm with modern comfort, redefining the kopitiam experience for local and global audiences. At the heart of the menu is their classic local coffee, crafted from a golden-ratio blend of Arabica, Liberica and Robusta beans, roasted and hand-brewed in-house. This rich brew pairs perfectly with the signature dishes such as Nasi Lemak, Curry Laksa, Char Koay Teow and Kaya Butter Toast, as well as award-winning Egg Tarts and Polo Buns. Each recipe is developed in-house by chefs with over 20 years of experience, using only the freshest ingredients to

deliver authentic flavours. In 2024, Oriental Kopi received JAKIM Halal certification, reinforcing our commitment to inclusivity and trust across local and international communities. Today, the company operates 25 outlets in Malaysia, 3 in Singapore, and 10 merchandise stores and kiosks, supported by a 20,000 sq. ft. distribution hub that ensures consistent quality and reliable supply. Expanding beyond their dining experience, Oriental Kopi now offers 41 SKUs of packaged food, available nationwide and exported globally, with new creations in development to meet growing demand. Recognised by the Malaysia Book of Records, ASEAN Record, Best Brand Award, Asia Pacific Top Excellence Brand Award, World Top Gourmet Award and World Halal Excellence Award, Oriental Kopi remains committed to preserving tradition, celebrating culture and sharing the true taste of Malaysia with the world. www.orientalkopi.asia/

About DKSH

DKSH's purpose is to enrich people's lives. For almost 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. 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 29,040 specialists, generating net sales of CHF 11.1 billion in 2023. 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 around 14,580 specialists, the Business Unit generated net sales of CHF 3.5 billion in 2023. www.dksh.com/cg

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