

Media Release

DKSH Partners with Classic City to Bring Popular Instant Noodle Brands to Consumers Across Myanmar

DKSH enters a new partnership with Classic City to distribute its well-loved instant noodle brands nationwide in Myanmar, leveraging DKSH's extensive distribution network, market expertise, and end-to-end commercial capabilities.

Yangon, Myanmar, December 11, 2025 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow consumer goods brands in Asia and beyond, has entered into an exclusive agreement with Classic City Food Production and Distribution Company Limited, a Mandalay-based food production company known for its traditional-fusion ready-made noodles and mainstream instant noodle products.

Under this partnership, DKSH will support the nationwide growth of Classic City's noodle brands, including Burma Classic Briyani, Lady Shan Traditional Fusion Ready-Made Noodles, and Htaw Instant Noodles across all key retail channels.

Classic City, already established in the Myanmar market, is now preparing to scale its reach and deepen distribution across the market. DKSH's omni-channel sales and marketing expertise, strong logistics infrastructure, and proven commercial execution make it the ideal trusted growth partner to accelerate Classic City's next phase of expansion. By bringing together deep market knowledge and a robust nationwide network, DKSH will help the brand reach more consumers and unlock new growth opportunities across Myanmar.

Daw Phyu Phyu Win, Director, Classic City Food Production and Distribution Company Limited, commented: "Partnering with DKSH marks an exciting milestone for us as we continue to expand across Myanmar. DKSH's extensive distribution network, strong systems, and deep market understanding will help us bring our products to more households nationwide. We look forward to a long-term partnership grounded in trust, collaboration, and shared growth."

Stephen Mawby, Vice President, Fast Moving Consumer Goods, DKSH Myanmar, stated: "We are delighted to welcome Classic City, a respected local food producer, to our FMCG portfolio. This partnership also marks DKSH's first step into the instant noodle segment in Myanmar, a category with strong consumer demand and significant growth potential. With our nationwide reach and integrated commercial solutions, we are well-positioned to accelerate the brand's growth and ensure its products reach consumers across every channel."

This collaboration reflects both companies' commitment to delivering accessible, quality food products that enrich people's lives. As DKSH continues to expand its FMCG portfolio across Asia Pacific, the partnership with Classic City reinforces DKSH's role as a preferred strategic partner for brands seeking commercial outsourcing, operational excellence, and sustainable long-term growth.

About Classic City Food Production & Distribution Co., Ltd

Classic City Food Production & Distribution Co., Ltd is a Mandalay-based food company specializing in the production and distribution of ready-made and instant noodle products for the Myanmar market. Best known for its popular noodle brands such as Lady Shan, Htaw, and The Burma Classic, the company offers convenient, tasty, and affordable meal solutions for young adults, office workers, and families nationwide. www.facebook.com/classiccitydistribution

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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