

Media release

DKSH Myanmar Expands Local Food Portfolio with Launch of Umami and Milaysan Products

DKSH enters a new partnership with Myanmar Food Hub Manufacturing Company Limited to introduce Umami Instant Noodles and Milaysan Mohinga Paste to the Myanmar market. This collaboration showcases DKSH Consumer Goods' role in helping local manufacturers scale new brands and connecting Myanmar consumers with trusted kitchen staples through strong market execution.

Yangon, Myanmar, February 6, 2026 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow consumer goods brands in Asia and beyond, has partnered with Myanmar Food Hub Manufacturing Company Limited, a leading noodle manufacturer in Myanmar, to launch the Umami Instant Noodle Range and Milaysan Mohinga Paste in the market.

Under the agreement, DKSH will oversee the sales, distribution, and logistics of both newly introduced brands, supporting their rollout across traditional trade, modern trade, and convenience store channels nationwide. This collaboration enables Myanmar Food Hub Manufacturing to strengthen its market presence and expand its reach across key consumer touchpoints.

Designed as everyday kitchen staples, the Umami Instant Noodle range offers convenient meal options tailored to local tastes, while Milaysan Mohinga Paste brings the familiar flavor of Myanmar's most iconic national dish into home kitchens in an easy-to-prepare format. Together, the two launches respond to growing demand for accessible food products that balance convenience with familiarity.

By combining deep local market understanding with strong execution capabilities, DKSH is supporting Myanmar Food Hub Manufacturing in translating product launches into consistent on-shelf availability and sustained brand visibility. The partnership reflects DKSH's strength in managing go-to-market execution and building momentum for emerging brands within Myanmar's competitive food category.

Kyaw Thura Khine, Managing Director, Myanmar Food Hub Manufacturing Company Limited: "Launching Umami Instant Noodles and Milaysan Mohinga Paste is an important step in expanding our product portfolio. Working with DKSH allows us to bring these brands to market more effectively, supported by a partner that understands the retail landscape and consumer needs across Myanmar."

Stephen Mawby, Vice President, Fast Moving Consumer Goods, DKSH Myanmar, commented: "Everyday food products play an essential role in Myanmar households. We are pleased to work with Myanmar Food Hub Manufacturing to introduce Umami and Milaysan to the market, leveraging DKSH's consumer goods capabilities across sales, distribution, and logistics to support long-term brand growth."

This collaboration highlights DKSH's ability to support partners from product launch through scale. With proven execution capabilities and deep market insight, DKSH continues to work alongside manufacturers to build relevant, resilient kitchen staples for consumers across Myanmar.

About Myanmar Food Hub Manufacturing Company Limited

Myanmar Food Hub Manufacturing Company Limited is a Yangon-based food manufacturer specializing in the production of instant noodles and traditional food pastes for the domestic market. Known for developing convenient, locally inspired food products, the company's portfolio includes the Umami Instant

Noodle Range and Milaysan Mohinga Paste, designed to meet the everyday needs of Myanmar households. Myanmar Food Hub Manufacturing is committed to delivering accessible, reliable kitchen staples that reflect local taste preferences while supporting modern lifestyles.

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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 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.

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