

Media Release

DKSH Selected as Official Partner to Drive RBF's "HELLO 4EVE" and "Uncle Barns" Brand Expansion Across Thailand



DKSH Thailand partners with RBF, a Thai food ingredients specialist, to strengthen the nationwide distribution of its "HELLO 4EVE" syrup concentrates and "Uncle Barns" seasoning powders, bringing innovative flavors to consumers and businesses across Thailand.

Bangkok, Thailand, October 7, 2025 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, has entered into a strategic distribution agreement with R&B Food Supply Public Company Limited (RBF), one of Thailand's leading smart one-stop food service provider with strong expertise in food and beverage innovation. Under this partnership, DKSH will manage the official distribution of RBF's "HELLO 4EVE" syrup concentrates and "Uncle Barns" seasoning powders across modern trade, general trade, food services, HoReCa, and cash van channels throughout Thailand.

RBF has built a strong reputation through its innovative brands including Uncle Barns, Best Odour, and Super-find. The partnership with DKSH represents a strategic move to expand market reach, strengthen brand visibility, and drive sales in an increasingly competitive environment. This strategic appointment underscores RBF's confidence in DKSH's capabilities as a leader in consumer goods market expansion services, while enabling broader consumer access and reinforcing the market position of these products.

"HELLO 4EVE" syrup concentrates are available in both bottles and sachets to suit various usage needs, with a particular appeal to beverage shops and younger consumers who appreciate their aromatic and

concentrated sweetness. Meanwhile, “Uncle Barns” seasoning powers deliver bold, ready-to-use flavors with options including barbecue, cheese, pizza, mala, and spicy zabb, appealing to both households and restaurants seeking to create new menus, pairing perfectly with fried foods and snacks.

“This collaboration with DKSH reinforces RBF’s proactive market expansion strategy, ensuring accessibility to consumers across all segments nationwide, enhancing competitiveness in the domestic market, and paving the way for stable and sustainable growth in the global Food Ingredients business,” said Dr. Somchai Ratanapoompinyo, Director of R&B Food Supply Public Co., Ltd.

Mr. Damien Morot, Vice President, FMCG, Thailand & Laos, DKSH, stated: “At DKSH, we see product distribution as more than just delivering goods to the stores, it is about creating opportunities for every consumer group to access quality products more easily every day. We are proud to support HELLO 4EVE and ‘Uncle Barns’, brands that meet the needs of both end consumers and professional establishments, and we are committed to driving these brand’s growth in line with evolving market demands.”

The agreement reinforces DKSH’s position as a trusted growth partner for established Thai brands seeking to expand their market presence. With over a century of experience in Thailand and comprehensive market expansion services spanning strategy, distribution, and sales promotional activities, DKSH leverages its expertise to support RBF’s growth foundation while elevating Thai brands to reach consumers more widely and consistently.

About R & B Food Supply Public Co., Ltd.

R & B Food Supply Public Co., Ltd. was established in 1989 to provide the food industry with value-added flavor and taste. The company is a leading manufacturer of breadcrumbs in Thailand. Its facilities are located on a 60,000-square-meter site in Bangkok and are equipped with the latest machinery and technology. www.rbfoodsupply.co.th/

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. www.dksh.com/cg

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