

Media release

DKSH and Beiersdorf Commit to Strategic Partnership in Asia Pacific

DKSH has entered into an agreement with Beiersdorf to work across six markets in Southeast Asia, further capitalizing its regional leadership position in the distribution of fast-moving consumer goods across the region.

Bangkok, February 13, 2023 – DKSH Business Unit Consumer Goods, a leading partner for FMCG companies seeking to grow their business in Asia and beyond, and Beiersdorf, the world's leading manufacturer of skin care products such as NIVEA and Eucerin, have officiated the signing of their long-term strategic collaboration in six markets across Southeast Asia.

DKSH and Beiersdorf have been partnering since 2006. Following successful rollouts and implementation plans, this agreement will see DKSH and Beiersdorf work together across the region, creating an even more powerful presence in the fast-moving consumer goods sector, by leveraging the strengths of both companies and creating additional value for customers, shoppers, and consumers in the region.

This strategic partnership will bring together the best of both companies' capabilities to strongly drive growth in the personal care category through an expanded product portfolio and dedicated support to strengthen Beiersdorf's product's availability to local consumers. Additionally, DKSH and Beiersdorf will collaborate closely to promote common initiatives, such as programs to drive in store execution, diversity, and inclusion.

Stephanie Barraud, Senior Vice President ASEAN, said: "This partnership is key to our growth strategy, and we are confident that our shared vision will further drive the success of our businesses. We look forward to working together and creating a bright future for our customers, partners, and employees in the Asia Pacific region."

Terry Seremetis, Head Business Unit Consumer Goods at DKSH, added: "This agreement is testament to our position as a key leader in the FMCG industry in Asia Pacific, proving that our service capabilities for our stakeholders go far beyond distribution. We are very proud to be working with FMCG powerhouse Beiersdorf. Our pan-Asian collaboration will solidify our engagement as their trusted partner to deliver growth and build a greater future together."

About DKSH

DKSH's purpose is to enrich people's lives. For more than 150 years, we have been delivering growth for companies in Asia and beyond across our Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, we offer 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 37 markets with 32,600 specialists, generating net sales of CHF 11.3 billion in 2022. The DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. With around 18,850 specialists, the Business Unit generated net sales of CHF 3.7 billion in 2022. www.dksh.com/cg

About Beiersdorf:

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for 140 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast/Elastoplast (plasters and wound care) are cherished by millions of people around the world day after day.

Through Tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes. The Hamburg-based company generated sales of €7,627 million in fiscal year 2021. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose Care Beyond Skin. With its C.A.R.E.+ business strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious sustainability agenda, with which Beiersdorf is generating clear added value for consumers, society, and the environment.

** Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2021.*

Additional information can be found at www.beiersdorf.com. [Twitter](#)

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