

Media release

DKSH China Supports “Passion Fruit Girls” Program to Promote Menstrual Health for Teenagers

DKSH China has supported the “Passion Fruit Girls” initiative led by The World United Philanthropy Foundation, empowering adolescent girls in rural China with access to safe menstrual hygiene and health education. To express their appreciation, the Foundation shared passion fruits harvested locally with DKSH employees.

Shanghai, China, November 27, 2025 — DKSH, a leading Market Expansion Services provider in Asia and beyond, collaborated with The World United Philanthropy Foundation to support the “Passion Fruit Girls” initiative, which addresses menstrual health challenges faced by adolescent girls in rural regions in western China.

Across China’s western rural regions, many adolescent girls face health, psychological, and social challenges during menstruation. Limited access to sanitary products, insufficient health education, and social stigma often compromise their physical and mental well-being.

With DKSH’s support, the initiative has provided menstrual care packages to approximately 850 girls in three rural communities, helping enhance menstrual hygiene, physical health, and confidence. Each care package includes approximately three months’ worth of sanitary pads and safe, high-quality underwear. The project also incorporated menstrual health education, enabling girls to gain knowledge, confidence, and dignity during adolescence.

“Making positive social impact is core to DKSH’s purpose of enriching people’s lives,” said Jeff Ouyang, Head Country Leadership, DKSH China. “We are proud to support this meaningful initiative that helps young girls grow with health, confidence, and dignity. We are especially grateful to have employees join in receiving passion fruits from our partner community, symbolizing shared care, connection, and growth.”

This initiative underscores DKSH China’s ongoing commitment to social responsibility and sustainable development, particularly in supporting vulnerable groups and advancing gender equity. DKSH will continue to collaborate with NGOs and community partners to deliver positive local impact and help build a more inclusive society.

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. www.dksh.com

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