

Media Release

## **DKSH Partners With Point Grey to Drive Market Entry into Vietnam's Baby and Personal Care Segment**

**DKSH has formed a strategic partnership with Point Grey to exclusively distribute their premium personal care and Japanese Wonder Baby products in Vietnam. This exclusive partnership marks DKSH's expansion into the high-end baby and personal care segment in Vietnam through modern trade and eCommerce channels.**

Ho Chi Minh City, Vietnam, August 22, 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 an exclusive agreement with Point Grey Vietnam Company under Point Grey Japan to distribute the complete portfolio of baby and personal care products in Vietnam. This strategic partnership marks Point Grey's entry into the Vietnamese market with DKSH providing full market expansion services to establish and grow the brand's presence locally.

Point Grey has chosen DKSH to introduce its premium product portfolio to Vietnamese consumers. The agreement covers Wonder Baby premium baby diapers, Wonder Free sanitary pants, Wonder Wear adult care products, and Wonder Wipes wet tissues, all adhering to the quality standards of the Japanese brand and reflecting Point Grey's commitment to consumer wellness and safety-first design principles.

Under this strategic collaboration, DKSH will implement an exclusive full-service distribution model, leveraging its expertise in modern trade and e-commerce channels to enhance product accessibility across Vietnam. The partnership aims to deliver Japanese manufacturing excellence to Vietnamese families seeking premium care solutions.

Richard Hon, Chief Executive, Point Grey Vietnam commented: "Partnering with DKSH represents a pivotal step in our growth strategy for Vietnam. DKSH's robust capabilities in distribution, combined with their deep market insights, will enable our product line to reach more Vietnamese families, advancing our mission to deliver exceptional care for babies, women, and the elderly".

Kim Le Huy, Vice President, Business Unit Consumer Goods, DKSH Vietnam, added: "We are thrilled to collaborate with Point Grey to bring premium, Japanese-quality care products to Vietnamese consumers. By leveraging our expertise in market expansion, DKSH is committed to fostering growth with Point Grey as their strategic growth partner in Vietnam."

This partnership reinforces DKSH's position as a trusted growth partner for international consumer brands in Asia Pacific. The addition of Point Grey's diverse portfolio to DKSH's extensive distribution network demonstrates both companies shared dedication to delivering safe, innovative, and high-quality products that enrich the lives of Vietnamese consumers across generations.

### **About Point Grey**

Point Grey is a subsidiary of Point Grey Japan. In 2024, Point Grey officially began operations in Vietnam through its headquarters located in Ho Chi Minh City. By combining consumer emotions and empathy in caring for loved ones, Point Grey has intelligently integrated advanced manufacturing technology, in-depth research methods, and sustainable quality management systems. With a comprehensive family hygiene product ecosystem, Point Grey provides Wonder Baby diaper lines, Wonder Free menstrual

pants for women, Wonder Wear adult care diapers, and Wonder Wipes wet wipes – all products meet the quality standards of the Japanese brand, bringing safe, dedicated care for many generations.  
[www.pointgrey.vn](http://www.pointgrey.vn)

#### **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](http://www.dksh.com/cg)

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