

Media Release

DKSH and waterdrop® Team Up to Transform How Australians Stay Hydrated

DKSH partners with waterdrop to bring their hydration solution to the Australian market. This partnership brings together waterdrop®'s sustainable, innovative approach to hydration with DKSH's strong market expertise and nationwide distribution capabilities to make healthier drinking habits more accessible to Australians.

Sydney, Australia, January 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 a strategic partnership with waterdrop®, a global leader in modern hydration solutions, to expand the brand's presence across Australia. Through this collaboration, DKSH will help bring waterdrop®'s hydration products and reusable drinkware to more consumers and retail partners nationwide.

Under this agreement, DKSH will leverage its sales, retail activation, marketing, distribution, and logistics expertise to support waterdrop®'s growth across key channels in Australia. With its strong local capabilities and established retail partnerships, DKSH is well-positioned to deepen waterdrop®'s footprint and make conscious, sustainable hydration more accessible to Australian consumers.

waterdrop® has reshaped everyday hydration with its signature Microdrinks - dissolvable cubes made with natural fruit and plant extracts that add light, refreshing flavor to water without sugar or preservatives. The brand's mission goes beyond taste by promoting reusable bottles and reducing reliance on single-use plastic. Waterdrop® encourages healthier habits that are also kinder to the environment.

This collaboration is a testament to DKSH's proven track record in helping international brands deepen their connection with Australian consumers. With robust retail expertise and a deep understanding of local market dynamics, DKSH is well-positioned to accelerate waterdrop®'s growth trajectory.

"Partnering with DKSH Consumer Goods team allows us to reach more Australians who share our vision for healthier, eco-friendly hydration," said Catherine Dix, Managing Director of waterdrop® Australia. "Together, we are making it easier for people to enjoy great-tasting water while reducing waste."

David White, Vice President, Consumer Goods, Australia and New Zealand, commented: "We are thrilled to support waterdrop®'s mission to drive healthier choices and a greener future. This partnership reflects the growing demand for functional, sugar-free beverages and environmentally responsible solutions. By combining waterdrop®'s unique products with DKSH's nationwide reach and commercial excellence, we are helping more Australians enjoy refreshingly simple hydration with less waste."

This partnership reflects DKSH's commitment to supporting brands that enrich daily life and contribute positively to the environment. Together, DKSH and waterdrop® are bringing healthier, more sustainable hydration within easy reach for Australians nationwide.

About waterdrop®

Founded in Austria in 2016, waterdrop® is a global leader in hydration innovation, offering sugar-free Microdrinks and reusable accessories designed to reduce plastic waste and promote healthier lifestyles. www.waterdrop.com

About DKSH

For 160 years, DKSH has been delivering growth for companies in Asia and beyond 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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