

Media Release

DKSH and Grand Universal Enter Strategic Partnership to Distribute Tissue Products in Vietnam

DKSH extends its partnership with Grand Universal Trading Vietnam to distribute their premium tissue brand Paseo. Leveraging DKSH's strong general trade network and following a successful collaboration in Thailand and Malaysia, the partnership aims to expand product reach and meet growing demand for high-quality, safe, and environmentally friendly products in Vietnam.

Ho Chi Minh City, Vietnam, July 24, 2025 – DKSH, a leading market expansion service provider in Asia and beyond, has entered a strategic partnership with Grand Universal Trading Vietnam, the official representative of Asia Pulp & Paper (APP) Sinar Mas in Vietnam, to distribute the tissue brand Paseo through the general trade channel. This collaboration builds on the successful partnership in Thailand and Malaysia.

Under the agreement, DKSH will leverage its core strength as a leading distributor in Vietnam's general trade to expand Paseo's distribution network nationwide. With an extensive network of partners and an experienced sales force with deep local understanding, DKSH will enhance the accessibility of Paseo products across Vietnam. The partnership will utilize DKSH's end-to-end supply chain capabilities and agile logistics operations to effectively meet the increasing demand for high-quality, safe, and environmentally sustainable products.

Paseo is a premium tissue brand under APP Sinar Mas, one of the world's largest pulp and paper manufacturers. Produced using 100% virgin pulp, Paseo products are designed to be skin-friendly and environmentally responsible, meeting stringent international certifications such as PEFC, Halal, and complying strictly with US FDA guidelines. The product range varies to serve the everyday needs of modern households.

Nguyen Thi Kim Huong, Head Business & Development, Grand Universal Trading Vietnam, stated: "DKSH is a strong and capable distribution partner in Vietnam. We believe this collaboration will enable Paseo to reach a broader consumer base and reinforce our brand's commitment to safety, sustainability, and superior product quality."

Kim Le Huy, Vice President, Business Unit Consumer Goods, DKSH Vietnam, commented: "We are delighted to partner with Grand Universal to bring Paseo closer to Vietnamese consumers. Leveraging our extensive experience in general trade distribution and deep local market insights, we are confident in building a long-term, meaningful partnership that delivers lasting value to consumers."

This expansion underscores DKSH's position as the preferred growth partner for consumer goods brands in the Asia Pacific. The addition of Vietnam to Paseo's distribution network with DKSH demonstrates both companies' commitment to driving business excellence and delivering premium consumer experiences across Asian markets.

About Asia Pulp & Paper (APP) Group

APP Group serves as the holding company for multiple pulp and paper manufacturing as well as forestry entities, catering to the increasing global need for high-quality tissue, packaging, and paper. Their products reach over 150 countries, spanning six continents. Driven by a dedication to sustainability and

ethical practices, APP Group prioritizes the well-being of employees, society, and environment. Their approach involves harnessing technological advancements and fostering innovation, collaborating closely with communities, and upholding internationally recognized business and operational standards throughout their production and supply chains. Aligned with the Environmental, Social, and Governance (ESG) principles, the company's Sustainability Roadmap Vision 2030 steers the actions toward safeguarding forests, bolstering local communities, preserving biodiversity, and striving for carbon neutrality in all endeavors. <https://app.co.id>

About Grand Universal Trading Vietnam

Grand Universal Trading Vietnam is the official distributor of APP's consumer tissue brands in the Vietnamese market. The company plays a key role in brand development, market expansion, and bringing high-quality, environmentally responsible tissue products closer to Vietnamese consumers.

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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