



Media Release

DKSH Selected as Exclusive Partner to Drive Want Want's Market Growth in Vietnam

DKSH has entered an exclusive partnership with Want Want Vietnam to make their beloved range of snacks and beverages more accessible nationwide. By leveraging DKSH's extensive distribution network and strong expertise in the modern trade channel, the collaboration further strengthens Want Want's market presence and fuels its growth in Vietnam.

Ho Chi Minh City, Vietnam, October 22, 2025 – DKSH, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, has entered into an exclusive strategic partnership with Want Want, a leading Asian food and beverage company, to distribute its diverse portfolio of snacks and beverages such as Senbei rice cracker, QQ gummies, and OPAO milk drink across Vietnam's modern trade channel. This collaboration leverages DKSH's comprehensive market expansion services and extensive distribution network to help Want Want reach millions of Vietnamese consumers nationwide.

Founded in 1962, Want Want has become one of Asia's most recognized food and beverage brands, with a footprint across more than 60 countries. In Vietnam, Want Want operates a manufacturing site and trading hub, producing signature products such as rice crackers, gummies, flavored drinks, and dairy products that Vietnamese families have come to enjoy.

Under this agreement, DKSH will provide integrated market expansion services, including sales, distribution, and logistics, as well as trade support across Vietnam's modern trade channel. This integrated approach ensures Want Want's products reach consumers through the most effective retail touchpoints while maintaining the brand standards and quality that consumers expect.

This partnership is a testament to DKSH's proven track record in helping international brands deepen their connection with Vietnamese consumers. With robust retail expertise and a deep understanding of local market dynamics, DKSH is well-positioned to accelerate Want Want's growth trajectory in Vietnam's competitive modern trade landscape.

Chen Han Hua, General Manager, Want Want Vietnam, shared: "Our partnership with DKSH represents a strategic step forward in Want Want Vietnam's long-term vision, not only to build a sustainable presence in the local market, but also to contribute to accelerating Vietnam's food industry. This collaboration combines DKSH's extensive distribution capabilities with Want Want's beloved product range, bringing the signature joy and quality of Want Want's products to more Vietnamese consumers".

Kim Le Huy, Vice President, Business Unit Consumer Goods, DKSH Vietnam, stated: "We are delighted to partner with Want Want, a brand that has brought happiness and flavor to generations of consumers worldwide. Through our integrated service model and deep local expertise, DKSH is committed to driving growth and supporting Want Want in reaching new heights in the Vietnamese market".

As Want Want continues to expand its investment and commitment to Vietnam's food industry, this collaboration with DKSH reinforces both companies' shared dedication to delivering trusted, high-quality products while enriching people's lives. By bringing Want Want's beloved products closer to Vietnamese



families, the partnership demonstrates how strategic distribution excellence can create meaningful value for consumers across Vietnam's dynamic market.

About Want Want Group

Want Want Group was founded in 1962, formerly known as I Lan Foods Industrial Co., Ltd. Want Want Brand was created in Taiwan in 1983. In the early 90s, we ventured into the PRC and invested in factories. After many years of development, the Group now has a presence in 60 countries and regions in Asia, Africa, South America, Oceania, and Europe. In addition to the food and beverage business, the Group also extends to the media, insurance, medical, hotel, elderly care, cultural, and other industries, moving toward diversified development. In 2018, the Group will further expand its business landscape and explore the Southeast Asia market for more diversified industry cooperation. www.wantwant.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

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