

MEDIA RELEASE

DKSH and LOTTE Group have entered into a new partnership for Malaysia

DKSH Holdings (Malaysia) Berhad
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DKSH, the leading Market Expansion Services Group with a focus on Asia, and LOTTE Group, a Japanese multinational, have entered into a new agreement in which DKSH's Business Unit Consumer Goods will provide full services to LOTTE in Malaysia.

Kuala Lumpur, Malaysia, December 13, 2011 – DKSH's Business Unit Consumer Goods, Asia's No. 1 Market Expansion Services provider with a focus on fast moving consumer goods, signed a new agreement with the established LOTTE Group, to provide LOTTE with full services in modern trade and general trade channels for selected key territories in West Malaysia including the central region, Johor, Perak, Malacca, and West Pahang. The partnership covers Market Expansion Services for the well-known brands such as Xylitol, Koala's March, Chocopie, Fusen No Mi, Toppo, as well as other brands in the chewing gum, chocolate, and cookie product categories.

The Tokyo-headquartered LOTTE Group has selected DKSH because of its integrated, tailor-made solutions along the entire value chain, as well as for its strong customer base across Asia.

DKSH Malaysia is a key pillar and one of the fastest growing operations within the DKSH Group, offering DKSH's clients and customers a comprehensive network of sales, marketing, logistics, and distribution services, as well as well-established deep local relationships built up since its establishment in 1923 in Malaysia.

"We are very pleased to have signed this agreement with the LOTTE Group, a global company with renowned confectionary and consumer brands. LOTTE is also the largest chewing gum manufacturer in Asia. We are looking forward to leverage our expertise and network to successfully expand and grow LOTTE's market presence and share in Malaysia," said Leonard Tan, Managing Director of DKSH Malaysia.

About LOTTE Group

Headquartered in Tokyo, Japan, the LOTTE Group is a multinational conglomerate, principally engages in the manufacturing and selling confectionery products. Through its subsidiaries, the company engages

in hoteliering, real estate and construction businesses. The Lotte Group companies produce over 200 kinds of confectioneries that are sold in over 70 countries, including sweets; ice cream; beverages, sundries, health foods and miscellaneous health products, and their portfolio includes many well-known Asian brands, such as Xylitol, Koala March, Ghana, and owns the Belgian chocolate brand Guylian as well as Japanese Mary's Chocolate. Lotte Group is the largest chewing gum manufacturer in Asia and third largest in the world.

About DKSH

DKSH is the leading Market Expansion Services Group with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets.

With 610 business locations in 35 countries – 590 of them in Asia – and over 23,000 specialized staff it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH achieved a Transaction Value of nearly CHF 10 billion.

DKSH's Business Unit **Consumer Goods** is Asia's leading Market Expansion Services specialist with a focus on fast moving consumer goods, food service, luxury goods, as well as fashion products, and hair and skin cosmetics. The Business Unit's comprehensive Market Expansion Services extend from product feasibility studies and registration to importation, customs clearance, sales, marketing and merchandising, warehousing, physical distribution, invoicing, cash collection, and after-sales services.

With 518 business locations in 19 countries and over 11,800 specialized staff, Business Unit Consumer Goods generated a Transaction Value of about CHF 4.9 billion in 2010.

For further information, please contact:

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