

Healthcare

# Market Expansion Services for the Healthcare Industry



# Foreword



DKSH's founding fathers sailed to Asia in the 1860s to establish flourishing trading houses. Now, more than one and a half centuries later, Asia has developed from "the factory of the Western world" into a huge market in its own right. This is reflected in the increase of intra-Asian trade. Driven by a fast-growing middle class, this exciting continent continues to provide tremendous growth opportunities for healthcare companies.

At DKSH, we are proud to provide Market Expansion Services to pharmaceutical, over-the-counter (OTC), consumer health, and medical device companies of all sizes that see these opportunities. Our healthcare commercial and distribution capabilities are unmatched. Our clients understand the need to partner with a seasoned expert that knows and understands the market, has strong connections with customers and key stakeholders, and most importantly, can get their product into the hands of the end-consumers. This is why, on average, our largest clients work with us for more than ten years and across four markets.

DKSH is publicly listed in Switzerland with a focus on long-term sustainable growth. Corporate governance and compliance standards are embedded in our culture and operations through clear policies, processes, and dedicated functions. These standards take into account local and international laws and other sets of rules, such as industry codes, and are regularly reviewed.

The monitoring of compliance with these standards is an ongoing task. For instance, with regard to anti-bribery and corruption, we have designed our standards based on the latest international legislation, such as the US Foreign Corrupt Practices Act (US FCPA) and UK Bribery Act. Furthermore, our operations are aligned with the highest quality standards, including Good Manufacturing Practice (GMP) and Good Distribution Practice (GDP). We report frequently and openly about our business performance.

We help you grow your business in Asia Pacific so that you can focus on your core strengths. So whether you are looking for a company to launch your healthcare product in a new market or to increase sales for a product nearing the end of its life cycle, we are your reliable and trustworthy partner.

**Bijay Singh**

Head Business Unit Healthcare

# DKSH at a Glance

**We enrich people's lives by providing access to goods, services, and insights. As the trusted partner for companies looking to grow their business in Asia and beyond, we blend Swiss corporate governance and international compliance standards with over 150 years of experience in Asia.**

## Our Business Units:

### Consumer Goods

A leading distributor and market expansion services partner for fast-moving consumer goods, food services, and luxury & lifestyle companies, providing a full range of integrated solutions to support our partners' journey of growth in Asia Pacific.

### Performance Materials

A leading global distributor of specialty chemicals and ingredients for the food and beverage, pharmaceutical, personal care, and specialty chemicals industries, providing a full range of market expansion services to support partners' business growth across Asia Pacific, Europe, and North America.

### Healthcare

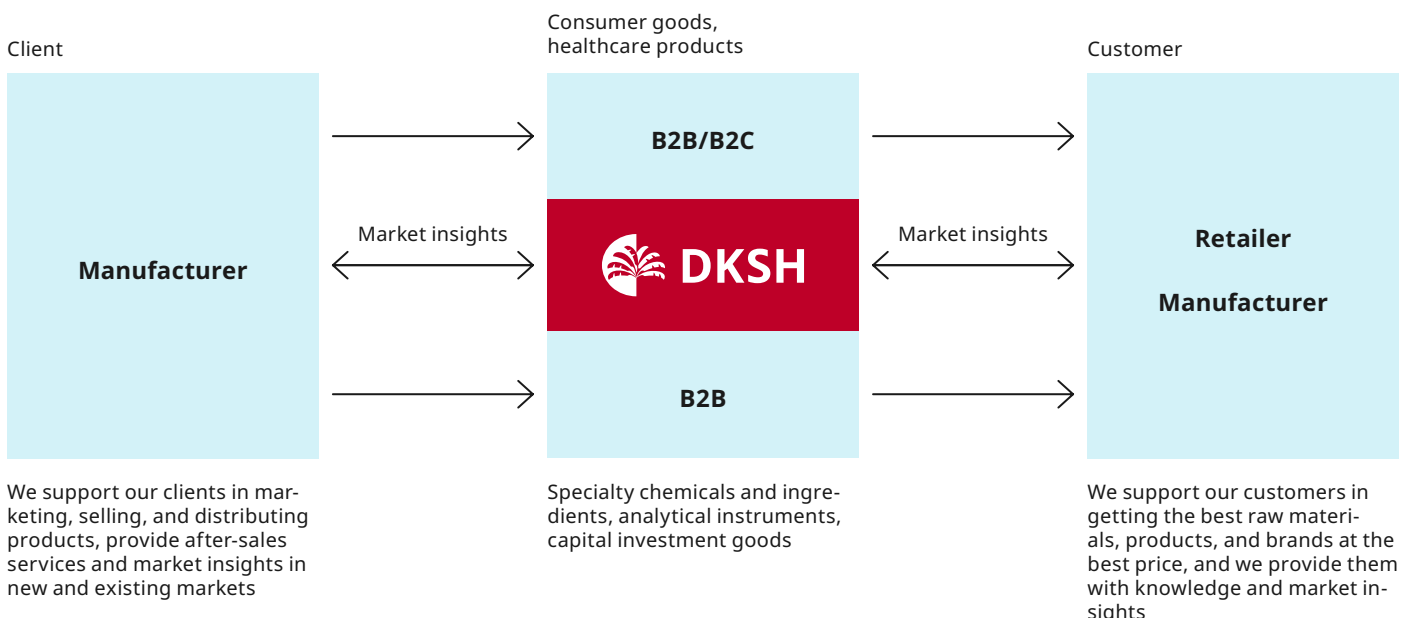
A leading distributor and commercial outsourcing partner of choice for pharmaceutical, OTC, consumer health, and medical device companies, providing partners with a full range of commercial outsourcing and market expansion services in Asia Pacific.

### Technology

A leading global distributor of capital investment goods and analytical instruments, providing a full range of market expansion services to ensure business growth for partners in Asia Pacific.

## Key Dates in Our History

- 1865: three Swiss entrepreneurs sail east to Asia and establish flourishing companies
- 2002: DKSH is born through the merger of Swiss trading houses Diethelm Keller Services Asia and SiberHegner
- 2012: DKSH becomes a publicly listed company on the SIX Swiss Exchange



# Business Unit Healthcare

DKSH Healthcare is a leading distributor and commercial outsourcing partner of choice for pharmaceutical, OTC, consumer health, and medical device companies.

We help patients in Asia Pacific get reliable and efficient access to the best healthcare possible by providing our partners with a full range of commercial outsourcing and market expansion services.

We provide access to multiple channels in 14 markets in Asia Pacific, including modern and traditional trade, drugstores, pharmacies, clinics, hospitals, and eCommerce platforms.

We offer a wide range of solutions from registration, market entry studies, marketing and sales, redressing, physical distribution, as well as invoicing and cash collection.

With our leading marketing and sales competencies supported by regulatory affairs, customer care centers, and

logistics platforms, as well as our commitment to international quality standards and corporate compliance, we set the benchmark in Asia Pacific. Our integrated service offerings are unmatched across the region.

Our 7,000 healthcare specialists provide deep market knowledge coupled with a breadth of capabilities that enables us to develop truly customized solutions. We support and represent 550 clients and serve 130,000 purchasing and decision-making customers, thereby improving the lives of millions of patients across the region.

We also have a product licensing and manufacturing business in Switzerland and Asia through stand-alone entities, Medinova and Favorex. Companies with no or limited presence in Asia Pacific work with DKSH to open up business opportunities in markets. Large companies with an established presence in this region typically select DKSH as a partner to outsource specific services to support their business.



Operations in	
Region	Market
South East Asia	Indonesia, Malaysia, Philippines, Singapore, Thailand
North Asia, Pacific	Australia, Hong Kong, Korea, Macau, Taiwan
Indochina	Cambodia, Laos, Myanmar, Vietnam

# Our Service Offering

## One-Stop-Shop for Integrated Solutions

DKSH is the one-stop-shop for healthcare companies looking to grow their business in Asia Pacific:

- **Commercial services:** From launching in a new market to expanding channel reach, we are your healthcare marketing and sales partner. With the largest dedicated healthcare sales force in Asia Pacific, our 7,290 specialists drive your sales across pharmacies, hospitals, and clinics. And with a strong footprint in fast moving consumer goods and eCommerce channels, we help you reach consumers offline and online. Our emphasis on sales force effectiveness and standardized reporting gives you high-quality and consistency. Telemarketing, telesales, and medical education capabilities further increase the reach of your products. Our commercial models are tailor-made to your situation and can include contract sales outsourcing, full-agency, out-licensing, or a combination of all
- **Distribution and logistics:** We deliver your products to more than 130,000 hospitals, clinics, pharmacies, doctors, and drugstores, as well as retail stores and eCommerce channels across Asia Pacific. Our capillary distribution network of unique scope and depth will reduce your reliance on wholesalers by going direct to retail outlets. The quality of your cold chain, ambient and frozen products is ensured through our modern facilities and fleet that are professionally managed and subject to the most stringent international quality requirements, notably ISO 9001, ISO 13485, Good Manufacturing Practice (GMP) and Good Distribution Practice (GDP). Beyond logistics, we can also provide you with collection and specialized services, such as named patient supplies and clinical trial logistics

## Other Specialized Services

- **Regulatory services:** Our team of 100 regulatory healthcare experts help brand owners overcome regulatory challenges across Asia Pacific. We provide end-to-end regulatory services: from initial assessment, dossier preparation and submission to approval and then the entire range of post-marketing services that are required. You benefit from our broad technical registration expertise and in-depth knowledge of local regulations. We provide a single regional point of contact for all regulatory matters, as well as commercial and distribution services
- **Digital market expansion:** We help clients fulfill their omni-channel strategy through a compelling package of digital solutions such as online channel management, a digital platform for customer management, and a range of other digital services
- **Patient Solution Program:** We are dedicated to improving the lives of patients through providing access to high-quality healthcare through helping you ensure an end-to-end patient journey. By engaging the right experts, partners, and healthcare stakeholders and providing solutions which are viable from both commercial and health outcome standpoints, you get expert support to drive and assess gaps in patient access, affordability, and adherence programs

# Why Work With DKSH in Healthcare

## Access Over 150 Years of Market Knowledge

Because of our extensive history in the region, we are deeply rooted in communities throughout Asia Pacific and have established a vast network of relationships and access to key stakeholders. Our in-depth knowledge of local markets and Asia Pacific reach allow us to provide regional solutions for clients by duplicating success across markets.

By connecting with our well-established local network, clients can exploit the full potential of their target market without having to invest in fixed local infrastructure, thereby minimizing risk.

## Best People in the Industry

People are the most valuable asset we have. We employ the best professionals in all areas of the healthcare industry. Just like the founders of DKSH, our experts share a pioneering spirit and are passionate to drive growth. At the same time, we take charge and are accountable for our actions and outcomes. Clearly defined team roles and processes further ensure that clients get tangible results from the start. Coupled with our strong financial background and high requirements for compliance, transparency, and reporting, our people make us a reliable and trustworthy partner.

## Network of Unique Scope and Depth

No other company has direct access to as many customers in Asia Pacific as DKSH. With our teams and network of distribution centers, we cover all professional healthcare and retail markets from hospitals, clinics, and pharmacies to supermarkets and specialty stores. We use our strong relationships with customers to drive market share and expand your business.

## Direct Access to 130,000 Customers



### Medical channels

- Public and private hospitals, clinics
- Doctors, nurses, dentists
- Specialty stores, optical shops, veterinaries, aged homes

### Modern trade

- Hyper- and supermarkets
- Chain convenience stores
- Chain pharmacies and personal care stores

### Traditional trade

- Mom-and-pop stores
- Independent pharmacies and personal care stores
- Traditional medicine stores

### Other channels

- Wholesalers, distributors, dealers

### eCommerce

- Online retailers
- eCommerce channels of clients



### Digital Tools Connected to IT Systems

Our strong field sales force works with our proprietary EchoPLUS Electronic Territory Management System (ETMS) for sales force effectiveness, customer relationship management, consignment inventory management, and merchandising management. This tool which functions on mobile phones, tablets, and notebooks allows us to spot trends and recognize new business opportunities for clients and customers.

We gain further efficiency through operating one of the largest SAP platforms in Asia Pacific, which connects all of our markets. We also regularly develop tailor-made in-house IT solutions to connect our business partners' systems with our own. Clients can access advanced DKSH market insight sales platforms to make better-informed decisions.

DKSH's IT platform forms the backbone of our operations. We apply above-industry standards for network and data operations to handle 22 million transactions per year. Sophisticated business continuity and disaster recovery plans are in place for unforeseen events.

### Dedicated to Quality

Our highly-trained and certified employees work with documented Standard Operating Procedures (SOPs) to protect the quality of our clients' products. In addition, our quality specialists across the region are authorized to make decisions independently from the supply chain. This separation ensures that no conflicts of interest occur.

Our facilities are subject to the most stringent international quality requirements, notably:

- ISO 9001: proving our ability to consistently provide high-quality services that meet client, customer, and regulatory requirements
- ISO 13485: demonstrating our comprehensive medical device capabilities
- Good Manufacturing Practice (GMP) and Good Distribution Practice (GDP): underlining our reliable re-dressing and distribution practices

We conduct numerous internal and external audits, and welcome clients to audit our facilities.

# Pharmaceuticals



We understand that with a fast-growing middle class and several markets opening up, Asia Pacific offers great opportunities for the pharmaceutical industry. At the same time, many governments in the region face budget issues and the influx of counterfeit products remains a challenge.

Business Line Pharmaceuticals helps pharmaceutical companies reap opportunities and overcome challenges through providing Market Expansion Services such as marketing and sales, distribution and logistics, and regulatory support. Our services cover the entire value chain, including specialized cold chain handling, redressing, and clinical trial logistics. We also provide valuable contact and service points with our customer care centers, and handle tenders.

We offer full agency services to companies without legal entities in the region. We have a wide client portfolio con-

sisting of large multinationals, as well as small and medium-sized companies. Our clients range from companies looking to launch in a new market, to those looking to increase sales of products nearing the end of their life cycles. All of them benefit from our deep industry expertise, broad product knowledge, and unrivalled direct access to hospitals, clinics, pharmacies, doctors, and drugstores.

Consistency, reliability, and responsibility in our customer relationships are the keys to our sales success. Our solid infrastructure and long-established networks across the region reduce business risks for our partners and help to create sustainable growth.

By taking advantage of our Market Expansion Services, our clients are set free to focus on what they do best: research and manufacturing.

# Over-The-Counter & Consumer Health



Consumers in Asia Pacific are increasingly encouraged to take the route of self-medication due to increased pressure on government healthcare budgets. Added to this, decreasing output from pharmaceutical manufacturing R&D efforts has led to an increased focus on developing innovative over-the-counter (OTC) and consumer health medicines. Together with the increasing middle class in the region, it is not surprising that OTC and consumer health is one of the fastest growing health segments in the region.

Business Line OTC & Consumer Health helps clients stay ahead in these increasingly competitive segments. We provide a broad range of Market Expansion Services related to the value chain from registration, importation, and customs clearance to full-service representation including marketing and sales, and distribution and logistics. We have a long history of creating market-leading positions for Asian, European, and American brands in the market.

Our unmatched capillary distribution network reaches into chain and independent pharmacies, convenience stores, supermarkets, and hypermarkets. We can, as required, also leverage our hospital and doctor coverage should a brand

require an ethical recommendation. Business Line OTC & Consumer Health also has well-developed coverage in the optical, dental, and even home care channels region wide. Our network approach reduces reliance on wholesalers and provides our clients with more direct access to the final customer and, in turn, consumer.

We have strong expertise in helping your products make the last step of the sales process; moving it from the shelf to the consumer's hand. Our sales team work closely to drive sales across the pharmacy channel. We offer a range of tailor-made solutions, from shelf management programs, customer and consumer loyalty schemes to category management and merchandising services. All of these programs are set up to give your brand maximum exposure on the shelf and foster a strong sales and brand image.

Business Line OTC & Consumer Health has access to the channels and customers that your brands need for success in Asia Pacific. By leveraging on our regional network and local knowledge, you can be confident that you are set up for success in this region.

# Medical Devices



Constantly changing requirements, a competitive environment, and increasingly strict regulations for medical device companies across Asia Pacific require an experienced partner who understands the local market. To address the complexity of these markets, DKSH digs deeper to develop solutions for the unique needs of different medical device segments.

Business Line Medical Devices provides customized solutions and services, from distribution to full agency services for medical devices, disposables, capital expenditure equipment, and in vitro diagnostics. This also includes orthopedics, cardiac devices, wound care, hospital supplies, diagnostic imaging, ophthalmics, endoscopy, dental care, and patient monitoring.

We also possess capabilities in areas such as:

- Clean rooms for orthopedics
- Integrated operating theaters
- Consignment inventory management
- Smart counting
- Dealer management
- Repair and maintenance services
- Regulatory services

With our expert therapeutic knowledge and long-standing relationships, we provide some of the leading medical device manufacturers unrivalled reach into various hospital environments, including operating theaters, day surgery clinics, outpatient surgery units, dental, and diagnostic laboratories.

Our fast and efficient distribution service includes round-the-clock delivery of life-saving products, as well as after-sales services for consumers. Our expertise and experience with all regulatory matters support registration and compliant approaches with all legal requirements needed at an international or local market level, ensuring that DKSH is your trusted partner in the medical device segment.



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