



Local announcement

DKSH appointed to grow RATIONAL in South East Asian markets, with Singapore being the latest addition in the partnership

DKSH, the leading Market Expansion Services provider with a focus on Asia, is continuing its success story with RATIONAL, the leading global provider of professional cooking appliances for large-scale and commercial kitchens, in Singapore. This follows the successful collaboration in other South East Asian markets.

Singapore, September 11, 2017 – DKSH Business Unit Technology, the leading Market Expansion Services provider for technology companies seeking to grow their business in Asia, will provide marketing, sales, distribution and logistics, application engineering as well as after-sales services for RATIONAL's SelfCookingCenter® in Singapore. The extension follows an already established, long and successful collaboration with RATIONAL in China, Taiwan, Thailand, Malaysia, Vietnam, Indonesia and Myanmar.

Cooking appliances from RATIONAL can grill, steam, stir-fry, bake, proof, roast, braise, simmer, stew, poach or blanch food and require significantly less energy, water and raw materials compared to conventional appliances. No matter who prepares the food, the quality is consistently high. Due to its versatility, high efficiency and excellent outcome, more and more chefs in Asia have turned to this German appliance for solutions.

Millie Chan, Vice President Business Development ASEAN/Taiwan/Pacific at RATIONAL, stated: "Our goal is to offer maximum benefits and satisfaction to our customers. DKSH has effectively helped us achieve this by providing complete services to our customers along the entire product life cycle. We have no doubt this partnership with DKSH in these countries will continue the journey to make RATIONAL the new standard for cuisines in South East Asia."

Robert Puschmann, Managing Director, Business Unit Technology, DKSH Singapore & Malaysia, added: "We are honored by RATIONAL's continued trust in DKSH. Through our one-stop solution based on a well-established distribution and logistics infrastructure, an excellent marketing and sales & service team, as well as our experience and industry know-how in Singapore, we are confident that we can build on the success we have achieved in the other existing markets."

About RATIONAL

The RATIONAL Group is the global market and technology leader for thermal preparation of food in professional kitchens. The company, founded in 1973, employs more than 900 people in Germany and a total of over 1,800 worldwide. RATIONAL was floated in the Prime Standard of the German stock market in 2000 and is currently represented in the MDAX. The primary objective of the company is to always offer its customers maximum benefits. Internally RATIONAL is committed to the principle of sustainability, expressed in its policies on environmental protection, leadership and social responsibility. Year after year, numerous international awards testify to the exceptional quality of RATIONAL's work.

About DKSH

Think Asia. Think DKSH.



DKSH is the leading Market Expansion Services provider 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. Publicly listed on the SIX Swiss Exchange since 2012, DKSH is a global company headquartered in Zurich. With 780 business locations in 36 countries – 750 of them in Asia – and 30,320 specialized staff, DKSH generated net sales of CHF 10.5 billion in 2016. DKSH was founded in 1865. With strong Swiss heritage, the company has a long tradition of doing business in and with Asia and is deeply rooted in communities and businesses across Asia Pacific.

DKSH Business Unit Technology is the leading provider of Market Expansion Services covering a broad range of capital investment goods and analytical instruments. The Business Unit offers total solutions in the areas of infrastructure, industrial materials and supplies, precision- and textile machinery, semiconductor, photovoltaic and electronics, agriculture, hospitality as well as specialized industrial applications. The service portfolio includes product sourcing, market entry consultancy, marketing, sales, application engineering and after-sales services like installations, maintenance and repairs. With 80 business locations in 18 countries and around 1,360 specialized staff, including 500 service engineers, Business Unit Technology generated net sales of CHF 385.4 million in 2016.