

Technology

# Market Expansion Services For Capital Investment Goods and Analytical Instruments



Delivering Growth - in Asia and Beyond.

# Foreword



Long before many of today's companies were created, our founding fathers ventured to Asia to lay the foundation of what is now DKSH. They not only built thriving businesses themselves, they also helped other companies grow and succeed. This is still the core of our business nearly 160 years later: we provide a wide range of integrated Market Expansion Services to grow our partners' businesses.

Business Unit Technology provides opportunities for manufacturers of industrial products to expand their business in new or existing markets. For our customers, we offer total solutions in the areas of scientific instrumentation, precision machinery, commercial and industrial applications, and semiconductor and electronics.

For our clients we provide value-added services along the entire value chain including market analysis and strategy, marketing, sales, distribution and logistics, application engineering, and after-sales services such as installations, maintenance, and repairs. By covering these important tasks in the product life cycle, our clients can focus on their core competencies: research, development, and production.

Our application engineering expertise enables our customers to optimize equipment usage. We operate our own showrooms and laboratories, supplying customers with samples, conducting feasibility and validation testing, and helping them to develop new applications.

With corporate governance and compliance embedded in our culture and operations, our clear policies and processes provide our partners with reassurance. On average, our clients work with us for more than ten years. Our partners appreciate our passionate and highly committed specialists, our unparalleled local knowledge and infrastructure as well as our service-driven business model. Coupled with our strong financial background, this makes us a reliable and trustworthy partner in the long run.

**Hanno Elbraechter**

Head Business Unit Technology

Member of Executive Committee

# 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 Pacific, Europe, and North America, we blend Swiss corporate governance and international compliance standards with nearly 160 years of experience.

## 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

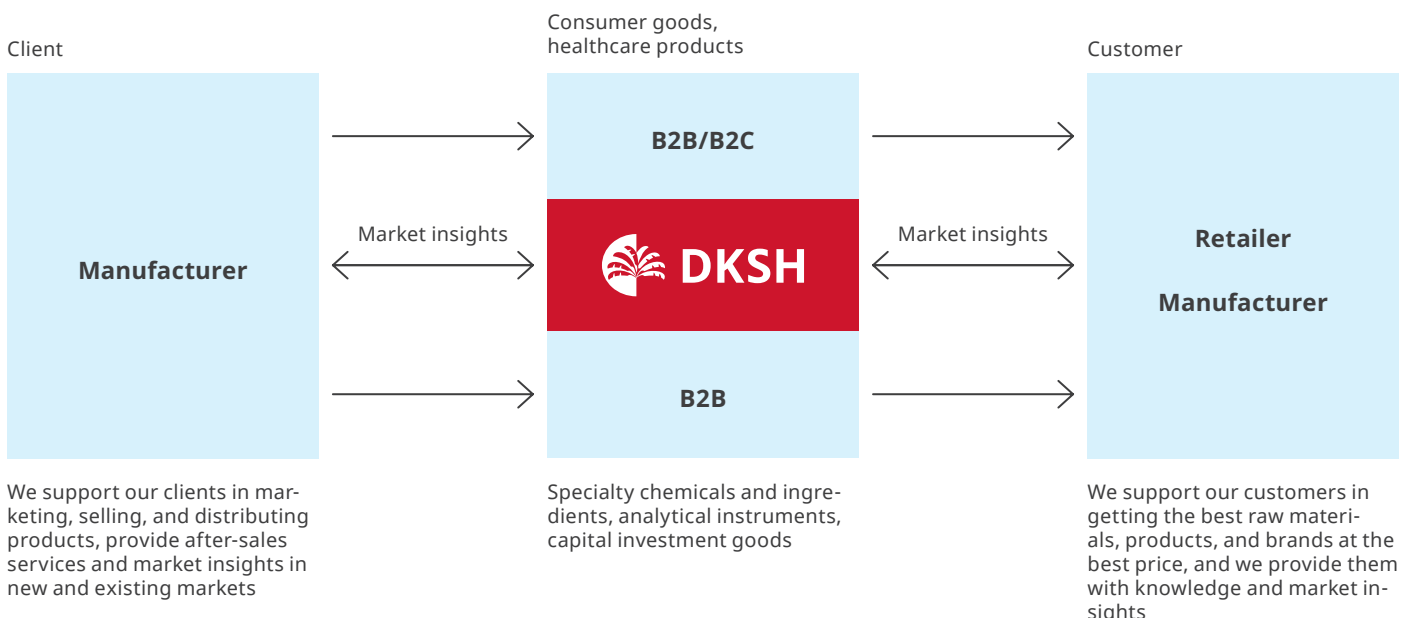
A leading distributor and commercial outsourcing partner of choice for pharmaceutical, OTC, consumer health, and medical device companies, providing partners with a full range of commercial outsourcing and market expansion services in Asia Pacific and Switzerland.

### 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 Technology

With over 1,750 specialists, including more than 650 service engineers, DKSH Technology operates in 16 markets and is supported by more than 39 showrooms and demonstration labs.

Sales and service are our core competencies. We accompany our clients from developing a business strategy to translating it into an Asian reality. Using a state-of-the-art customer relationship management platform, we combine extensive industry and product knowledge with a structured and systematic sales approach to outperform the market and increase our clients' market share.

As a total solutions provider and system integrator, we serve our customers as a one-stop-shop and provide customized technology solutions. We not only provide professional after-sales services but also cover the entire product life cycle including installation and commissioning, final acceptance testing, production start-up support, training, maintenance, repairs, spare parts, and consumables supply as well as refurbishments and trade-ins. We operate as a trusted link between suppliers from Asia Pacific, Europe, and North America and customers in Asia Pacific, enabling suppliers to expand their markets and providing customers with access to products from around the world.



## Operations in

Region	Market
Asia Pacific	Australia, Cambodia, China, Hong Kong, Indonesia, Japan, Laos, Malaysia, Myanmar, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam



# Our Service Offering

## One-Stop-Shop for Integrated Services

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

- **Market analysis and business strategy:** when our consultants and market researchers at DKSH Technology advise a business partner on new markets to enter and how to do so, we leverage our local expertise and market knowledge to ensure success. We devise market entry strategies as well as sustainable, long-term strategies for existing businesses based on customer requirements
- **Marketing and sales:** our structured and systematic market development ensures that we build brands and increase market share in Asia today and in the long term. Using a state-of-the-art customer relationship management system we are able to provide optimal coverage of our potential customer base by identifying and qualifying relevant market potential, conducting market segmentation, classifying customers, and proactively managing sales activities. Using in-depth market and competitor analysis as a basis to design and implement marketing campaigns and communication strategies, we ensure better penetration of existing products and services as well as successful new product launches. Our marketing portfolio also includes event management, media management, and public relations
- **Distribution and logistics:** products are transported, stored, and distributed efficiently and professionally thanks to our extensive capacities and expertise. In addition, we offer many integrated supply chain-related services
- **Application engineering:** our application engineers ensure that during pre-sales and on-site process optimization, customized solutions are being designed and implemented for our customers. From initial drawings to the final products, we focus on providing the most competitive solutions. Our application engineers are supported with more than 39 showrooms and laboratories for demonstrations and trials
- **After-sales services:** through best-in-class after-sales services, we ensure the long-term success of brands and products. Operating with a state-of-the-art service management tool, we leverage the technical knowledge of our field service engineers and hotlines to offer quick response times and fast diagnoses and optimize spare parts availability to maximize uptime for our customers. Through structured service trainings, we ensure that our engineers' knowledge remains current

## Our Service Offering

Market analysis and strategy	Marketing and sales	Distribution and logistics	Application engineering	After-sales services
<ul style="list-style-type: none"> <li>• Market analysis</li> <li>• Market entry strategy</li> <li>• Business strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Systematic market penetration</li> <li>• Target selected market segments</li> <li>• Event management</li> <li>• Media management</li> <li>• Public relations</li> </ul>	<ul style="list-style-type: none"> <li>• Imports</li> <li>• Inventory management</li> <li>• Logistics</li> <li>• Distribution</li> </ul>	<ul style="list-style-type: none"> <li>• Time and feasibility studies</li> <li>• Sampling</li> <li>• Turnkey solutions</li> <li>• Start-up support</li> <li>• Application training and support</li> <li>• Process optimization</li> </ul>	<ul style="list-style-type: none"> <li>• Installation and commissioning</li> <li>• Operator training</li> <li>• Maintenance and repairs</li> <li>• Spare parts and consumables</li> <li>• Refurbishments and trade-ins</li> </ul>

# Why Work With DKSH Technology

## Access Nearly 160 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 pan-Asian reach allow us to provide regional solutions for clients by duplicating success across markets. By connecting with our well-established local network, clients can tap into 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 technology 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 processes and focused teams further ensure that clients get tangible results from the start.

## Regional Footprint

Our regional footprint is unique in this industry and enables us to create significant synergies across regions. Competence hubs for product knowledge, service, and application expertise ensure optimal regional support; spare parts hubs ensure parts availability; demonstration labs equipment can be used across the region and best practices can be shared to increase operational efficiency and effectiveness.

## Sales and Service Excellence

Clients want to work with DKSH as no other company in this market can provide the same level of sales and service professionalism. We combine local knowledge, culture, relationships, and individual sales and service skills with state-of-the-art systems, a customer relationship management tool, and our in-house service management tool. Regular and customized reporting ensure our clients get transparency with respect to project pipelines, sales activities, and market coverage as well as market share development.

## Direct access to customers in around 400 different industries



### Industries (examples)

- Aerospace
- Automotive
- Construction
- Environmental
- Food and beverage
- Medical
- Oil and gas
- Pharmaceutical
- Textile
- Wood working
- Semiconductors

### Other Segments (examples)

- Academia
- Convenience stores
- Education
- Fast food
- Hotels
- Restaurants
- Retail

### Online Channels

- Closed market places
- Open market places

### Sub-Dealers

To achieve optimal coverage and highest efficiency and effectiveness, sub-dealer networks are installed and managed in a highly professional way

# Business Lines

## Precision Machinery Equipment



Precision Machinery Equipment offers a broad range of machinery in the areas of metal cutting and forming, additive manufacturing, testing and measuring, gear cutting and measuring, wire harnessing, and wood working. We also offer advanced process auxiliaries, peripherals, and consumables to optimize manufacturing processes.

In today's manufacturing environment, companies need to focus on productivity, quality, and accuracy as well as space optimization and energy savings to meet the requirements of their customers. This is why we focus on the machining process and provide time studies, feasibility studies, and test cuts to develop the most competitive solution for our customers. Besides stand-alone machines, we provide turn-key and automation solutions integrating different machining technologies into one system. We provide proven machining solutions from world-renowned manufacturers for industries such as aerospace, automotive, dental, education, jewelry, mold and die, medical, construction, oil and gas, railway, and shipbuilding.

## Scientific Solutions

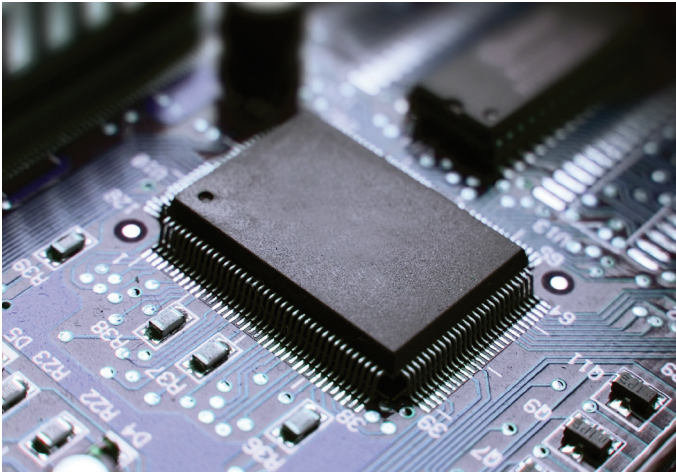


As governments and private companies in Asia Pacific are increasing their investments in research and development as well as in production capacity and capability, laboratories are facing an increasing demand to produce more accurate results in less time at a reduced cost.

With a complete portfolio of instruments, consumables, applications, and services, we provide total solutions to overcome complex challenges, improve results, and increase productivity related to Analytical Science, Life Sciences, and Clinical Diagnostics applications. We cover a wide range of industries such as food and beverage, pharmaceutical, biotechnology, energy, environmental, mining, academia & research, and hospitals.

In addition to the leading technological innovations to support universities, research institutes, hospitals, industrial, and commercial companies, we provide unparalleled services and expertise including designing, building, equipping, and servicing entire laboratories for our customers.

## Semiconductor & Electronics



To help you stay ahead in today's competition for innovation is our mission. We provide high quality tools and advanced process auxiliaries for the semiconductor and electronics industry to support the development of new processes and to drive innovation.

We are a full-service provider for applications in front-end processes, backend processes, ingot and wafer manufacturing, solar cell manufacturing, module manufacturing, thin-film manufacturing, touch panels, LED, and micro-electronics. Our engineers provide expertise to help you increase throughput, raise yield, and reduce cost of ownership while establishing optimized and reliable processes.

## Commercial and Industrial Applications



Commercial and Industrial Applications provides a broad range of products from market leaders and internationally renowned brands across several different industries in the following fields: coating equipment, compressors, power generation, engines, environmental technologies, food processing, heat treatment, data center, car parking, cables, and printing, packaging, converting,

Our dedicated and highly qualified specialists and engineers provide customized solutions and professional after-sales services throughout the entire product life cycle.



## Some of Our Clients



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