



Media release

DKSH and Hormel Foods Partnership Kicks off a new Chapter for the PLANTERS® Brand in Hong Kong and Macau

Prior to the acquisition of the PLANTERS® brand in 2021 by Hormel Foods, DKSH had been the exclusive marketing and distribution agent for the reputed snack brand for over a decade. With this extended partnership, DKSH's Business Unit Consumer Goods further capitalizes its regional leadership position in the distribution of fast-moving consumer goods in Asia and beyond.

Hong Kong, June 24, 2022 – DKSH Business Unit Consumer Goods, a leading partner for FMCG companies seeking to grow their business in Asia and beyond, and Hormel Foods, a global food company, have jointly announced their new partnership. DKSH will provide a tailored market expansion blueprint to Hormel Foods to continue growing the PLANTERS® brand legacy in Hong Kong and Macau.

The partnership creates synergies between the innovative spirit of Hormel Foods and DKSH's market expertise, including marketing and sales, market intelligence, trade and food service channels, and supply chain network. While the integrated effort is directing the growth of PLANTERS® nuts and cheese series, it also aims to deliver a new direction for the brand to broaden and strengthen its appearance and fusion projects.

Apart from Hong Kong and Macau, the collaborative footprint of DKSH and Hormel Foods include Thailand, Singapore, Malaysia, and Taiwan.

Bonita Wong, Global Marketing Lead and Senior Brand Manager, Hormel Foods International Corporation, approvingly commented on the partnership: "The partnership between Hormel Foods and DKSH has already proven successful in other APAC regions. We are excited to now partner with DKSH Hong Kong to continue growing the PLANTERS® brand and provide value to our customers and consumers."

Hugo Reyes, Vice President, FMCG, DKSH Hong Kong, added: "We welcome Hormel Foods on board. Having been entrusted to continuously support the PLANTERS® brand shows that we have been ideally catering to our clients' and customers' needs. Hormel Foods' and DKSH's partnership was built on shared values, is being fueled with ambitions, and will be strengthened with new visions. We look forward to this exciting journey with Hormel Foods and the PLANTERS® brand."

About Hormel Foods

Hormel Foods Corporation, based in Austin, Minn., is a global branded food company with over USD 11 billion in annual revenue across more than 80 countries worldwide. Its brands include *Planters®*, *SKIPPY®*, *SPAM®*, *Hormel® Natural Choice®*, *Applegate®*, *Justin's®*, *Wholly®*, *Hormel® Black Label®*, *Columbus®*, *Jennie-O®* and more than 30 other beloved brands. The company is a member of the S&P 500 Index and the S&P 500 Dividend Aristocrats, was named on the "Global 2000 World's Best Employers" list by Forbes magazine for three years, is one of Fortune magazine's most admired companies, has appeared on the "100 Best Corporate Citizens" list by 3BL Media 13 times, and has received numerous other awards and accolades for its corporate responsibility and community service efforts. The company lives by its purpose statement — *Inspired People. Inspired Food.™* — to bring some of the world's most trusted and iconic brands to tables across the globe. For more information, visit www.hormelfoods.com and <http://csr.hormelfoods.com/>.



About DKSH

DKSH's purpose is to enrich people's lives. For more than 150 years, we have been delivering growth for companies in Asia and beyond across our Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, we offer sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services. 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 33,100 specialists, generating net sales of CHF 11.1 billion in 2021. The DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. With around 19,880 specialists, the Business Unit generated net sales of CHF 3.8 billion in 2021. www.dksh.com/cg

For further information, please contact:

DKSH Business Unit Consumer Goods

Sheena Flannery
Director, Group Communications
Phone +66 2 220 9739
sheena.flannery@dksh.com

DKSH Hong Kong

Astrid Lo
Manager, Branding & Communications
Phone +852 2895 9610
astrid.lo@dksh.com