

Media release

Oatly and DKSH Expand Strategic Partnership to Malaysia

Following the collaboration which started in early 2022, DKSH has announced its partnership with Swedish brand Oatly in Malaysia through an official launch event. With this agreement, DKSH's Business Unit Consumer Goods further capitalizes its regional leadership position in the distribution of fast-moving consumer goods in Asia.

Kuala Lumpur, July 27, 2022 – DKSH Business Unit Consumer Goods, a leading partner for FMCG companies seeking to grow their business in Asia and beyond, has announced its expanded partnership in Malaysia with Oatly Asia, a Sweden-based food and beverage company that markets the world's original and largest oat drink company Oatly.

During the official launch event, there was also a barista latte art show featuring established barista Muhammad Zakir from Barista Guide Asia, where he showcased the diversified application of Oatly's oat drinks in the food and beverage industry.

The partnership between the two companies started in early 2022 in other markets in Asia Pacific. Since then, DKSH has successfully grown Oatly's market share and proven to be their trusted partner.

Under the new agreement, DKSH Malaysia will provide full-agency market expansion services for Oatly's line of oat drinks, including the Barista, Deluxe, Enriched, Chocolate, and Organic flavor range, across all trade channels as well as Food Services targeted to the HORECA (hotel, restaurant, and café) industry.

Puneet Mishra, Head, Country Management and Vice President, FMCG, DKSH Malaysia, said: "Since the start of the COVID-19 pandemic, Malaysia's plant-based and vegan market is on an upward trajectory with the people becoming more health- and environmentally conscious. This surging demand has triggered greater innovation in terms of menus, supplies, and products in the market. We are honored and excited to support Oatly in this meaningful mission to promote a sustainable lifestyle among the Malaysians."

About Oatly

Oatly is a world leader in the global sustainability movement, promoting the benefits of plant-based eating from both a nutritional and sustainability standpoint to create positive societal change. The company was founded back in the 1990s and is based on Swedish research from Lund University. The company's patented enzyme technology copies nature's own process and turns fiber rich oats into nutritional liquid food that is perfectly designed for humans.

Oatly is available for purchase in Malaysia at selected 7 Eleven stores, Aeon, Maxvalue, IKEA and Hero Supermarket nationwide. You can also find Oatly served in some of your favourite cafes including Zus Coffee, Plan B, Huckleberry, Copenhagen Coffee, Jibby & Co and many more across Klang Valley. For more information, visit <https://www.oatly.com/int/>

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

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