

Media release

## **PT Wicaksana Overseas International Tbk. partners with Signify for Philips Lighting products in Eastern Indonesia**

**PT Wicaksana Overseas International Tbk. opens the important Eastern Indonesian market to the world leader in lighting, Signify (formerly Philips Lighting).**

Jakarta, Indonesia, July 11, 2019 – Wicaksana has partnered with Signify Indonesia – previously Philips Lighting – to provide full-service distribution for its electronic and technology products growth, starting from Sulawesi in Eastern Indonesia. Signify is a publicly-traded global company and world leader in lighting, providing its customers with high-quality, energy-efficient lighting products, systems and services. Wicaksana will distribute Signify's wide range of products – from conventional and LED lighting, to professional and home products from the Philips Hue brand.

The partnership will start in the traditional trade channels of the remote regions of Sulawesi in Eastern Indonesia. The deal is an extension of the collaboration with DKSH that started in Hong Kong in 2011, and in Singapore in 2015. DKSH also provides Signify with field marketing services in Thailand, through its joint venture DKSH Smollan.

The combination of Wicaksana's long-term experience of over 30 years in Indonesia and DKSH's regional competence in business development, coupled with its proprietary mobile sales effectiveness application, allows Signify to further expand its business in the largest South East Asian market.

Rami Hajjar, Country Leader, Signify Indonesia, stated: "We are very excited about this partnership, which helps Signify bring our innovative lighting solutions to more consumers in the vibrant and growing markets across Eastern Indonesia. We believe that with DKSH's business approach, more people will be exposed to our high-quality lighting products."

Patrick Stillhart, Director of Wicaksana added: "When DKSH started its cooperation with Wicaksana, the clear target was to bring the existing clients of DKSH to Indonesia, offering them an even larger platform for expansion across the Asian growth markets. With Signify, we are able to grow the world's leading lighting provider in the important Eastern Indonesian market."

### **About Wicaksana**

Wicaksana established in year 1973 and is a distribution company which distributes fast moving consumer goods such as instant noodle, snacks, beverages, personal care and also pharmaceutical products. To distribute all its clients' products, Wicaksana operates a network of 50 distribution centers scattered across all major cities in Indonesia. Wicaksana recorded net sales of IDR 972 billion in 2018.

For more information about Wicaksana, please check: <http://wicaksana.co.id/>

### **About DKSH**

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors. DKSH's portfolio of services includes sourcing, market insights, marketing and sales, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 35 markets with 33,000 specialists, generating net sales of CHF 11.3 billion in 2018. With its strong Swiss heritage and long business tradition since 1865, DKSH is deeply rooted in Asia Pacific. The DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food



Wicaksana is now part of the DKSH Group.

services, luxury goods, fashion and lifestyle products as well as hair and skin cosmetics. With around 19,760 specialists, the Business Unit generated net sales of CHF 3.9 billion in 2018.

For more information about DKSH, please check: <https://dksh.com/indonesia>

### **About Signify**

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2018 sales of EUR 6.4 billion, we have approximately 29,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for two years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.

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