

Media release

Wicaksana expands partnership with Mars to distribute confectionery products across Indonesian general trade

DKSH through its Indonesian subsidiary PT Wicaksana Overseas International Tbk., has expanded its partnership with Mars, Inc. to expand its product coverage in Indonesian general trade outlets. The company will distribute its wide range of confectionaries from Snickers and Sugus to Wrigley's chewing gums.

Jakarta, Indonesia, July 18, 2019 – PT Wicaksana Overseas International Tbk., Indonesian subsidiary of DKSH Business Unit Consumer Goods, the leading Market Expansion Services provider for fast moving consumer goods in Asia, has expanded its partnership with Mars, Inc. through PT Mars Symbioscience Indonesia. Wicaksana will distribute Mars' confectioneries ranging from Snickers and Sugus to Wrigley's chewing gums. Wicaksana will provide full services to carry Mars' products to the traditional trade (retailers, wholesalers, school canteens and cinemas) across Indonesia.

Mars Wrigley is a US-based, world-leading manufacturer of chocolate, chewing gum, mints and fruity confections that has been operating in Indonesia since 1966. The agreement is an extension of the collaboration that started in Malaysia in 1987 and covers eight markets in South East Asia.

Patrick Stillhart, Director of Wicaksana commented: "The cooperation between Mars and DKSH is a true success story that has lasted for more than 30 years. Thanks to our subsidiary Wicaksana and its distribution capabilities, we are able to take Mars' blockbuster products to the stores in the General Trade and expand their reach across Indonesia.

"The Indonesia business is a natural progression of our wider relationship across South East Asia, and we are very excited about the opportunities in the traditional channels and bringing our range of Mars Wrigley products to the Indonesian consumers," said Puneet Mishra, Acting General Manager, Mars Wrigley, Developing Asia.

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.

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

About Mars

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With more than \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®,

UNCLE BEN'S® and COCOAVIA®. Mars Associates proudly take care of half of the world's pets through our nutrition, health and services businesses such as Banfield Pet Hospitals™, BluePearl®, Linnaeus, AniCura, VCA™ and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire our more than 125,000 Associates to take action every day to help create a world tomorrow in which the planet, its people and pets can thrive.

For more information about Mars, please visit: www.mars.com
Join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

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