

MEDIA RELEASE

DKSH provides Market Expansion Services to Shin-Etsu Silicones

DKSH Holding Ltd.

Date: December 23, 2011

DKSH, the leading Market Expansion Services Group with a focus on Asia, and Shin-Etsu Silicones, a pioneer in the field of silicones for personal care products have entered an exclusive agreement to sell, market, and distribute Shin-Etsu Silicones' entire product range in Germany.

Zurich, Switzerland, December 23, 2011 – DKSH's Business Unit Performance Materials, a leading specialty chemicals distributor, and Shin-Etsu Silicones Europe, a subsidiary of Japan-based Shin-Etsu Chemical Co. Ltd., have reached an agreement under which DKSH will provide sales, marketing, distribution, and logistics services to Shin-Etsu Silicones in Germany. The agreement covers Shin-Etsu Silicones' entire range of silicones used in personal care applications.

Shin-Etsu has chosen DKSH for its first-class reputation in providing integrated and tailored Market Expansion Services along the entire value chain, as well as for its comprehensive network and strong customer base in Europe. The two companies have been doing business together in France and the Nordic Countries in the past, hence the extension of the partnership for Germany is a logic next step in this fruitful collaboration.

Shin-Etsu Silicones develops, manufactures, and sells silicone products with a differentiated competitive advantage. Manufacturers around the world rely on Shin-Etsu Silicones broad product portfolio and services delivering advanced productivity, world class innovation and top quality in the respective market. From healthcare to automotive and electronics to cosmetics, Shin-Etsu Silicones provides premium silicone compounds to improve product performance, reliability, and enhanced visual, and sensory properties for ultimate results.

"We are delighted that Shin-Etsu has chosen DKSH as their Market Expansion Services partner in Germany. Our customers in the personal care and cosmetics industries will greatly benefit from this cooperation, enabling them to meet the rapidly growing consumer needs. Together with Shin-Etsu, we are looking to gain considerable market share in this market," says Cesar Saez, Head Global Business Line Personal Care Industry, DKSH Performance Materials.

About DKSH

DKSH is the leading Market Expansion Services Group with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing

markets.

With 610 business locations in 35 countries – 590 of them in Asia – and over 23,000 specialized staff, it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH generated a Transaction Value of nearly CHF 10 billion.

DKSH's **Business Unit Performance Materials** is a leading specialty chemicals distributor and global provider of Market Expansion Services for performance materials. The Business Unit sources, develops, markets, and distributes a wide range of specialty chemicals and food ingredients to business partners in the specialty chemicals, food and beverage, pharmaceutical, and personal care industries.

With 69 business locations in 24 countries and over 1,000 specialized staff, Business Unit Performance Materials generated a Transaction Value of around CHF 749 million in 2010.

Visit us at: dksh.com/chemicaldistribution and www.youtube.com/user/DKSHGroup

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