

PRESS RELEASE

DKSH expands Studer's market access in Malaysia, Singapore, Thailand, and Vietnam

After Taiwan and Korea, DKSH, the leading Market Expansion Services provider with a focus on Asia, and Swiss-based grinding machine specialist Fritz Studer AG have extended their original agreement by adding Malaysia, Singapore, Thailand, and Vietnam.

DKSH Management Ltd.

Date: November 15, 2010

Zurich, November 15, 2010 - On October 13, 2010 DKSH's Business Unit Technology and Studer signed a sole agency agreement for Malaysia, Singapore, Thailand, and Vietnam, thereby building on an earlier agreement that already includes Taiwan and Korea. DKSH offers Studer regional coverage in South East Asia by providing sales, marketing, project management, and after-sales services all in one go.

DKSH already achieved excellent results for Studer in Taiwan and Korea, which was one of the reasons Studer chose to extend its agreement with DKSH. Another reason is DKSH's strong presence in South East Asia's machine tool markets. For DKSH, Studer's focus on machine innovation and its state-of-the-art grinding machineries make it a strong business partner with first-rate products that are bound to attract a lot of attention in South East Asia's fast expanding markets.

Rolf Grossenbacher, Sales Director of Fritz Studer AG, says: "We are the No. 1 manufacturer of high precision universal cylindrical grinding machines worldwide and want to foster our leading position by expanding our sales to South East Asia. DKSH is offering us a Swiss-minded but still locally flavored market approach via their fine grid sales and service network. Studer and DKSH have accumulated specific marketing know-how for machinery, especially in Taiwan. I am keen to jointly explore the markets in Vietnam, Thailand, Malaysia, and Singapore as well. All our existing and potential customers will receive first-class consultation when investing into new machinery and benefit from our highly trained service technicians when installing, maintaining, and servicing Studer premium products."

Dr. Adrian Eberle, Executive Vice President Business Unit Technology from DKSH, says: "I'm delighted to be able to extend the highly successful partnership with Studer to other markets. Thanks to our thorough business development and our structured sales approach, we were able to deliver outstanding results already in Taiwan and Korea. Adding Thailand, Vietnam, Malaysia, and Singapore will help us to further strengthen our leadership position for machine tools."

About Studer

Fritz Studer AG, founded in 1912, produces standard machines and individual system solutions for high precision cylindrical grinding of small to medium-sized work pieces. The customers belong mostly to the Machine Tool, Tool-and-Die, Automotive, Aerospace, Pneumatic/Hydraulics, Electronics, Medical and Watch Industries.

As market and technology leader with approximately 20.000 machines delivered worldwide for universal, external, internal as well as form grinding applications, STUDER stands for quality and precision over the past decades. In addition, STUDER also provides Software and Hardware solutions as well as a wide range of pre- and after sales services.

STUDER employs around 700 people (incl. 72 trainees) and has a turnover of more than CHF 200 Million.

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 560 business locations in 35 countries – 20 of them in Europe and the Americas – and 22,000 specialized staff it is one of the top 20 Swiss companies ranked by sales and employees. In 2009, DKSH generated annual gross revenues of CHF 8,600 million.

DKSH's **Business Unit Technology** is the leading provider of Market Expansion Services involving technical solutions for capital investment goods and analytical instruments. DKSH Technology's field of competence includes the manufacturing and production, energy, research, food and beverage, advanced metals, and infrastructure sectors with a service portfolio that includes market entry consultancy, project financing, product planning, marketing, sales, application engineering, and after-sales services.

With 67 business locations in 17 countries and 1,200 specialized staff, Business Unit Technology generated annual gross revenues of CHF 507 million in 2009.

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