

DKSH (Cambodia) Ltd.- Leader in market expansion for healthcare in Cambodia

Sandeep Tewari, Vice President, Cambodia & Laos, HEC

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Delivering Growth – in Asia and Beyond.

Who we are



DKSH is the No. 1 in Market Expansion Services

We help companies to grow their business in
new and existing markets

Our Vision
Being a Trusted Partner

Our purpose
Enriching people's lives

...through our more than 150 years of experience



Experience in Asia dates back to the 1860s when our founders ventured to Asia.

We have built sustainable relationships with international companies and local business communities.

Now, we are the trusted partner for companies looking to grow their business in Asia and beyond.

Trading companies

Specialized services provider

**Market Expansion Services
provider**

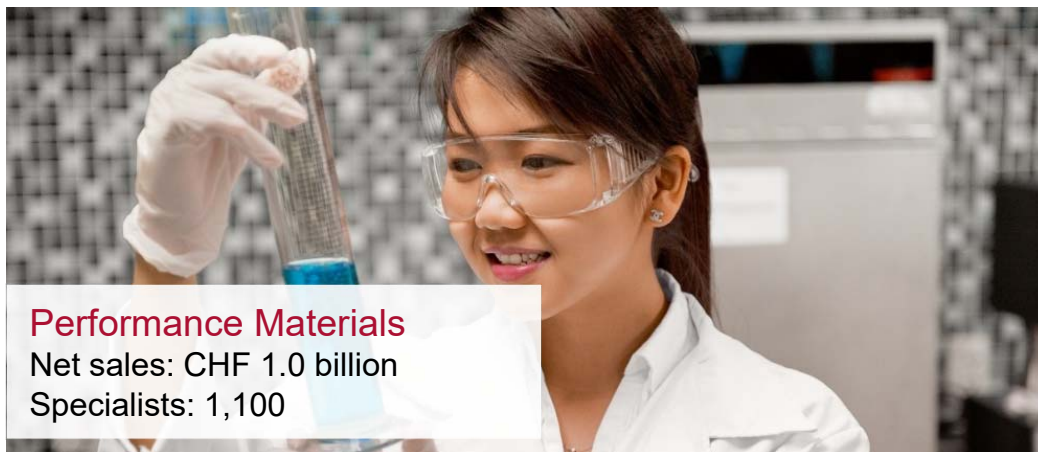
1865

2002

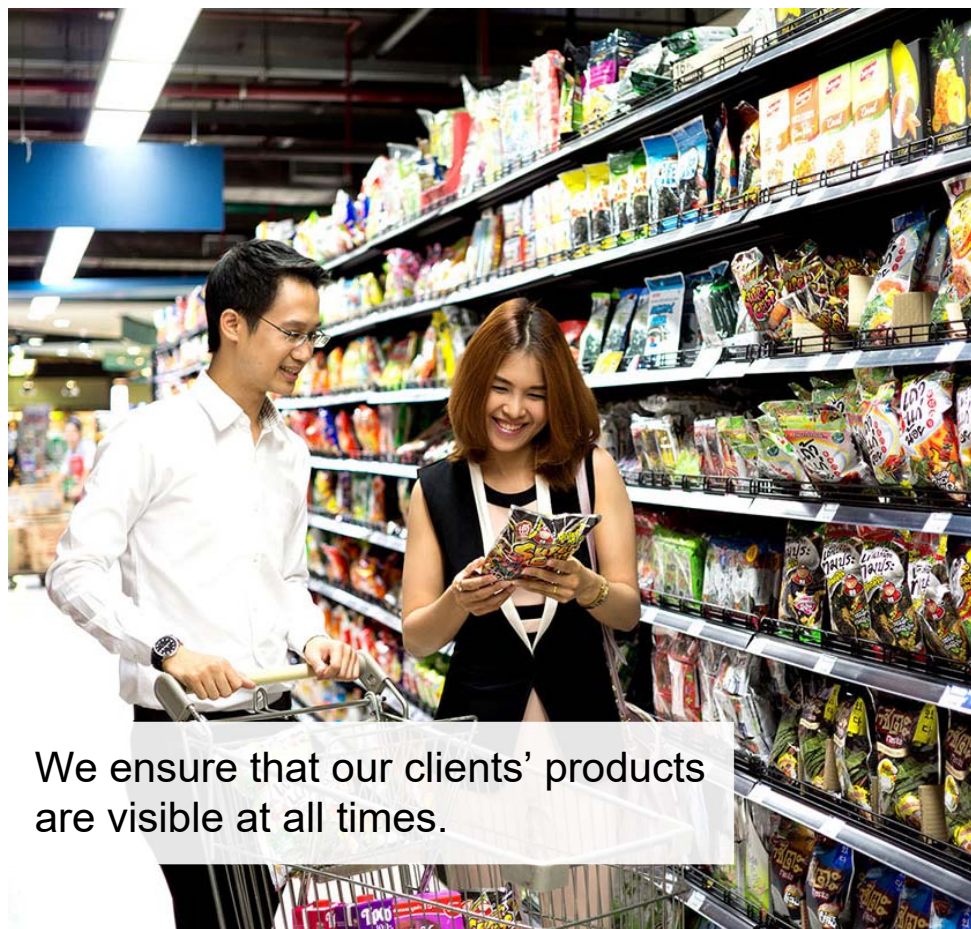
2020

Our industry expertise

Four highly specialized Business Units



We support companies to grow their business in and with Asia...



We ensure that our clients' products are visible at all times.

- Helping companies to grow their business in new and existing markets
- Providing business partners with the knowledge, advice, relationships and on-the-ground logistics to reach their individual growth goals
- Expanding their access to knowledge, their sourcing base, revenue opportunities, and ultimately, their market shares

This is what we define as Market Expansion Services.

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About DKSH Cambodia

Presence in the Market, Our Capabilities, Our specialized Business Units

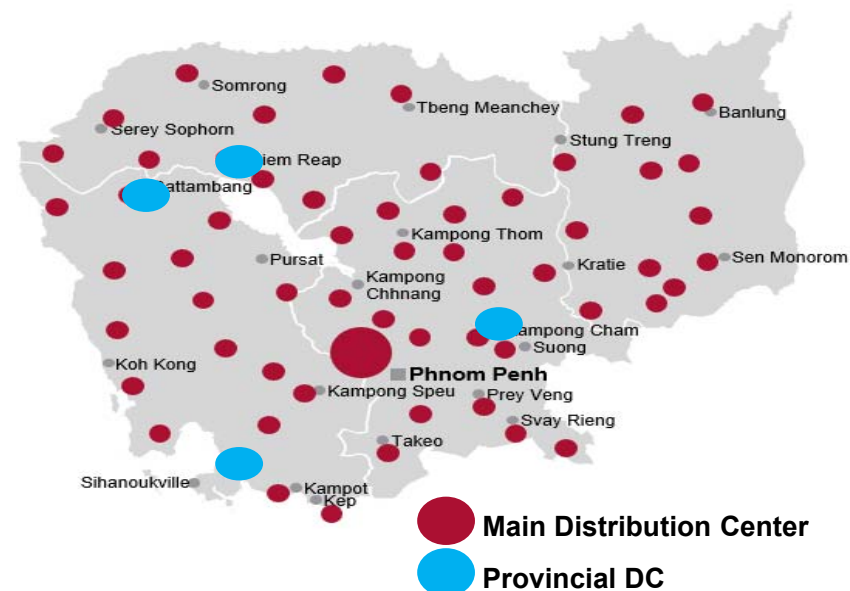
About DKSH Cambodia



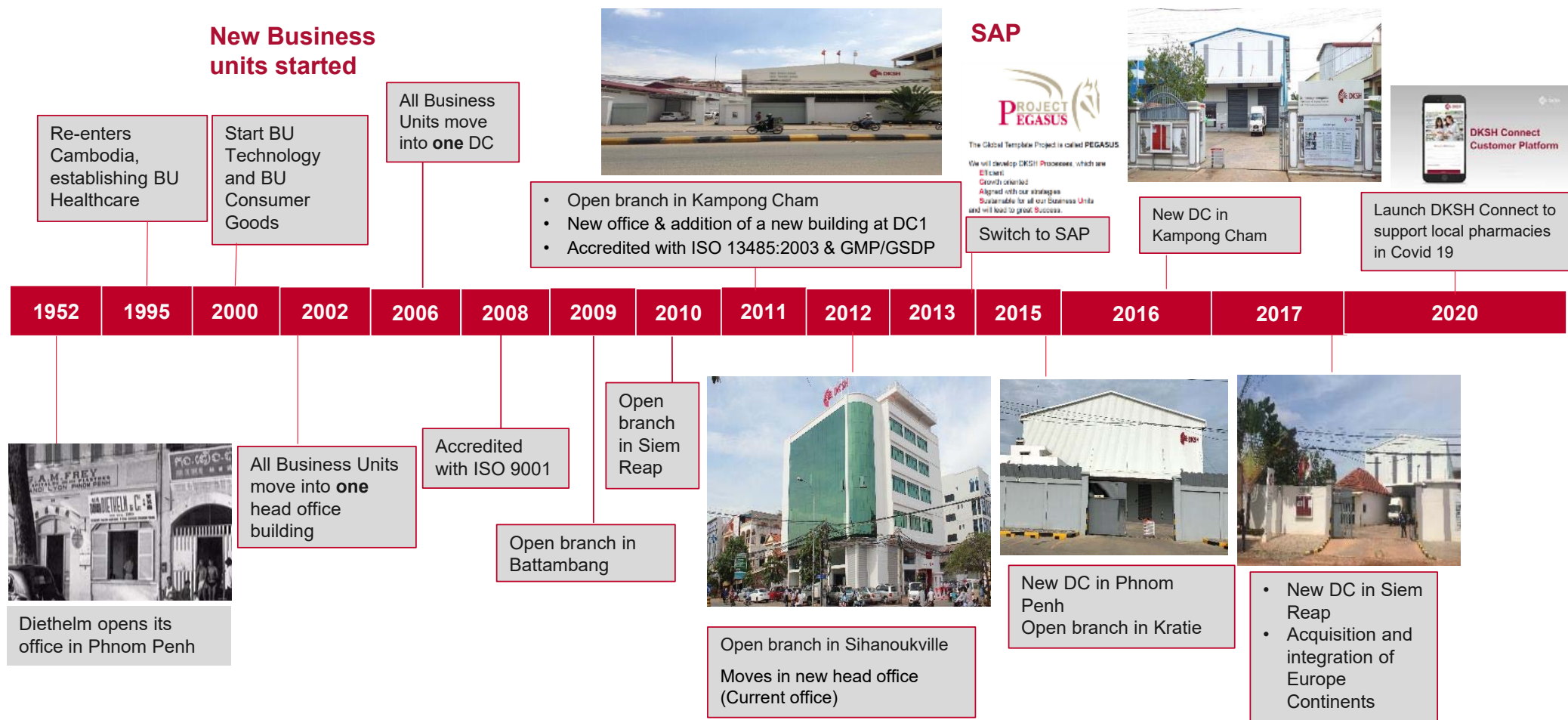
Key facts 2021

Cambodia presence	Since 1952 and Re-entered in 1995
Head office and branch office	HQ- Phnom Penh, 4 Branch offices in Provinces
Distribution centers	1 main distribution centers and 4 cross dock location.
Quality Certification	GSP, GSDP, ISO 9001:2015, ISO 13485:2003 certified, 7S-practice
Customer Drop Points	> 4,461
Clients	>100
Total Employees	> 400

We are located in:



25 years of constant innovation to remain #1



DKSH Healthcare built legacy and scale to become the #1 Market Expansion Services provider in Cambodia



No. 1

MES provider in
Cambodia

25

years in Cambodia

>100

clients

4,461

customers

400+*

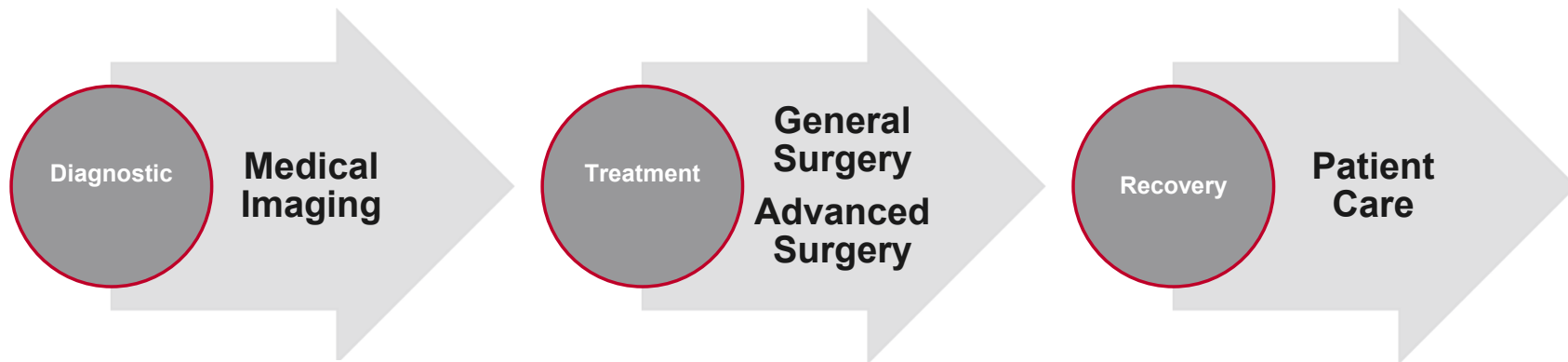
specialists (employees)

12,000

average transactions per
month

** of which 248+ are Sales & Marketing specialists*

MDDI Key Categories



Technical Services Overview

2500+

Equipment's in our install base

1200+

FSE on site intervention per year

21

Dedicated FSE

25

Providing support to Provincial & Referral Hospital

874

Full Support

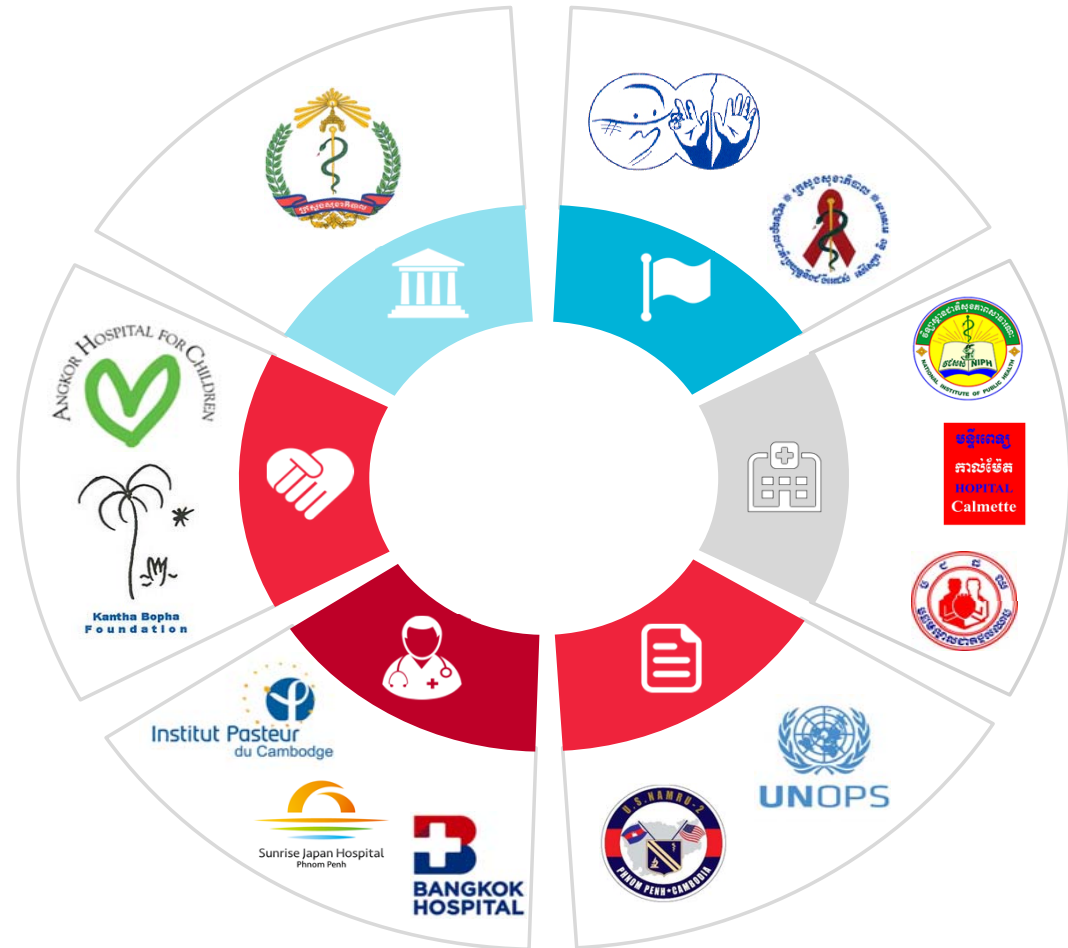


Our Medical Devices / Diagnostics Customers



DKSH not only provide Medical Device solution to customers but also do Key Account Management (KAM) by

- Co-Creation
- Education/training programs
- Policy support
- Turnkey projects



A thick, solid red vertical line on the left side of the slide.

How can we support you to
expand your business?

Tailor-made Market Expansion Services



Business partners' needs

CEOs and corporate Boards across the world want to grow their businesses and margins in existing markets and to expand into new markets.

Market Expansion Services

We help our business partners grow their business in new and existing markets with a comprehensive, tailor-made package of services across the entire value chain.

Capturing growth opportunities

Improve revenue opportunities

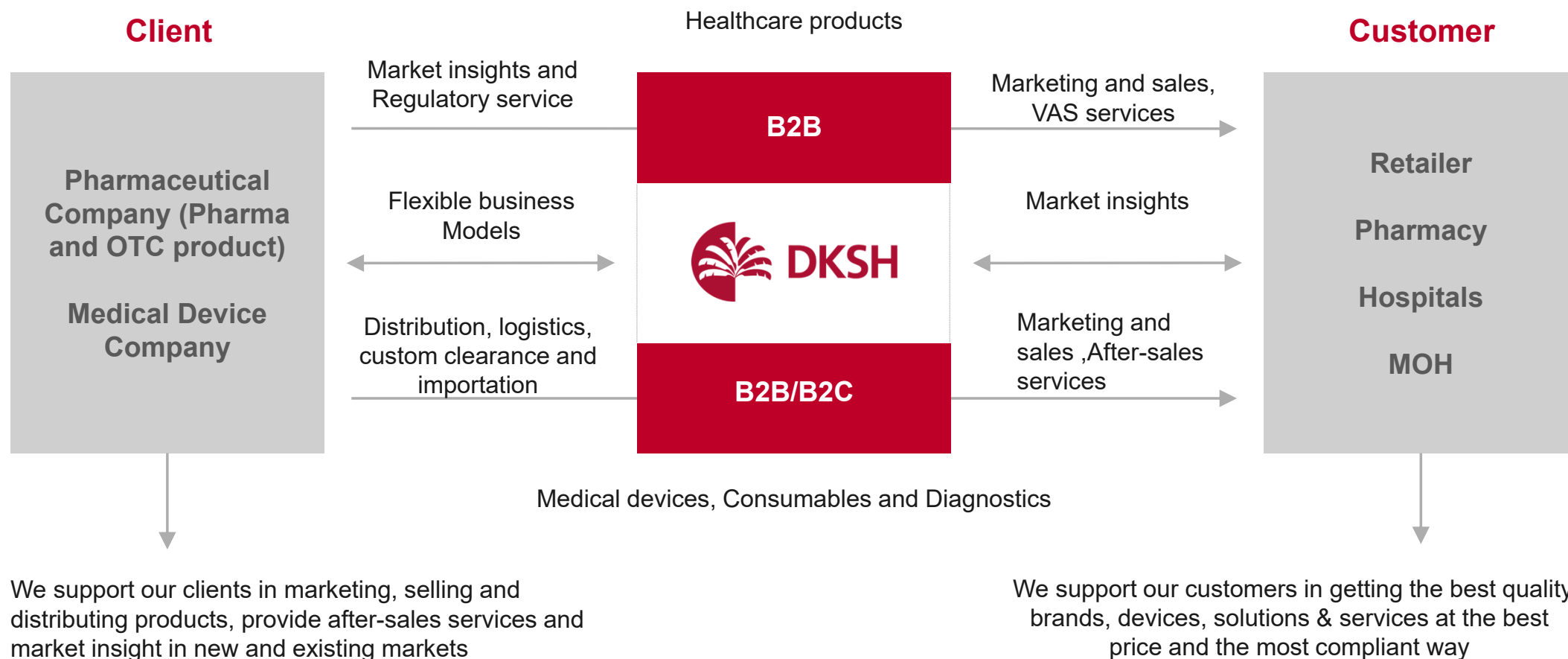
Increase market share

Enhance efficiency

Advance access to knowledge

Expand sourcing base

We link business partners and add value to businesses



DKSH Healthcare – Coverage & Capabilities

Capabilities Snapshot

14,700

Avg. Call per Month Sales Team (face to face)

15,000

Avg. Call per Month Medical Team (Face to Face- Medical representative)

4,500

Avg. Call per Month Tele Sales Team Outbound calls

9,880

Avg. direct Order through Sales Team per month both Channel (pharmacy & medical)

1,400

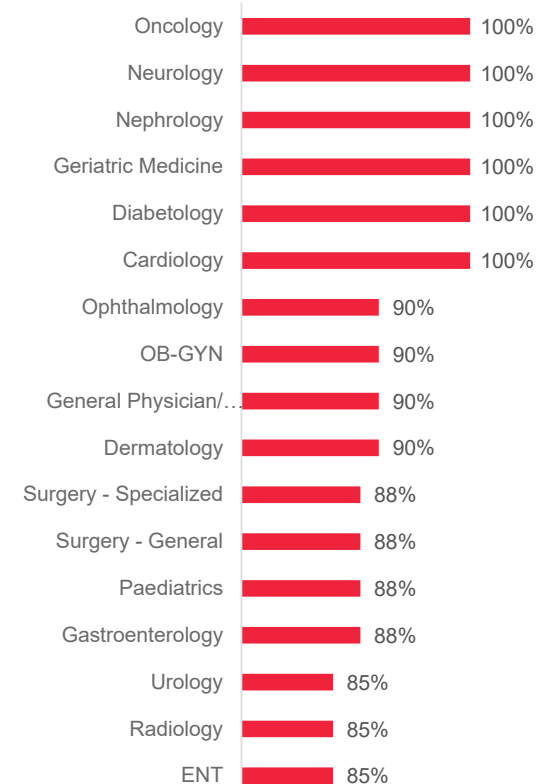
Getting order after call through Tele Sales Team

482

Avg. Order through DKSH Connect per month

Number of Customers	DKSH HEC Coverage	Active Customer
Medical Channel	3,863	397
# General Clinics	318	304
# National Hospitals	9	8
# Referral Hospitals	18	18
# NGOs	16	13
# Private Hospitals	16	16
# Laboratories	43	38
# Doctors	3,443	N.A
Modern Trade	18	18
# Chain Pharmacies	18	18
Traditional Trade	2,100	1,740
# Pharmacy Stores	2,038	1,684
# Wholesalers	47	41
# Affiliated Companies	15	15
Total # of Customers	5,971	2,145

Doctor's coverage across specialties



100% Coverage
Most of customer located in PP, key Provinces.

90% Coverage
We focus in PP, some key Provinces.

90% to 85%
Coverage due to some specialty not in focus portfolios.

DKSH Healthcare uses different channels in Route to market



DKSH dedicated team covers more than 1800 Pharmacies



Pharmacy Channel

DKSH Med reps team covers all major hospitals/clinics & 82% of practicing Doctors in Cambodia.



Medical Channel

DKSH covers 8 modern chain pharmacies & supermarket (for CHC) by collaborating with DKSH CG team.



Modern Trade Channel

DKSH dedicated tele sales team connect with customers on daily basis.



Tele sales

DKSH newly launched e-commerce platform 'DKSH Connect' successfully supporting customers.



E-commerce

DKSH



High Brand Awareness

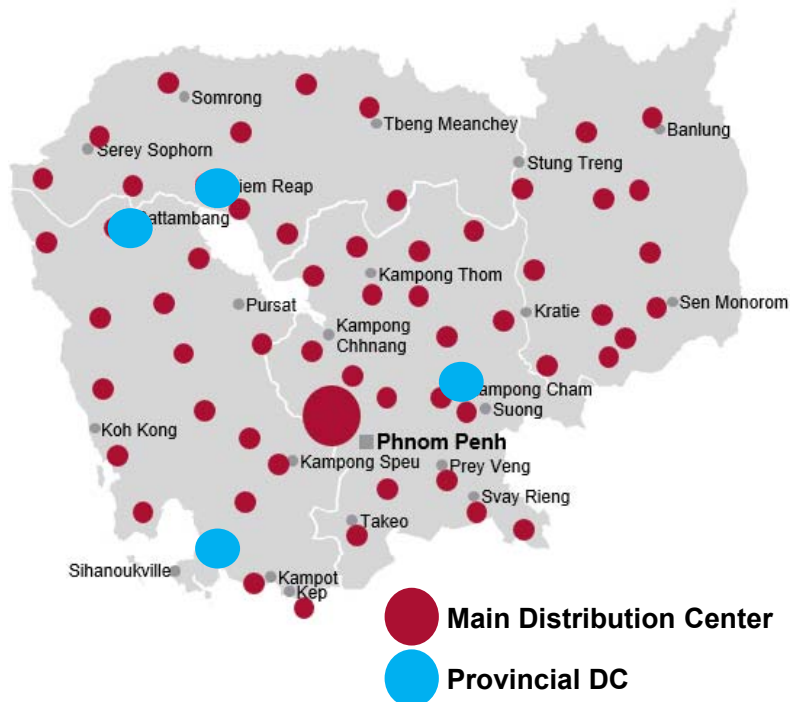
Ease of Ordering

Higher Sales

Satisfied Customers

DKSH Cambodia – SCM Capabilities

>90% of population served within 24 hours



Delivery Vehicle Capacity

- **08** chilled truck (1.5T and 2T) nationwide
- **12** vans with air con condition (nationwide)
- **07** motors and **01** Tuk - Tuk (attached with temperature delivery boxes)

1,600 pallets
2,588 sqm

12,000
invoices delivered
per month

1 Main Distribution
Center in PP
4 Cross Dock DC in
Main Provinces

87 SCM specialists

2 Mio units
redressed per
month

28 Vehicles for
direct delivery to
all provinces

Key Highlights:

- Temperature controlled vehicles and equipment used for transportation with GPS Tracking
- Alarm systems are placed to provide alerts when there are excursions from pre-defined shipping conditions
- Regular calibration of vehicles and equipment
- Order placed before 3.30pm delivered in the following day
- **Urgent order or lifesaving support delivery with 2 hours in Phnom Penh**

Comprehensive capillary domestic distribution coverage can help to deliver healthcare products to reach the customers as farthest as possible.

Quality & Compliance is fully integrated into DKSH DNA



Dedicated QA Organization

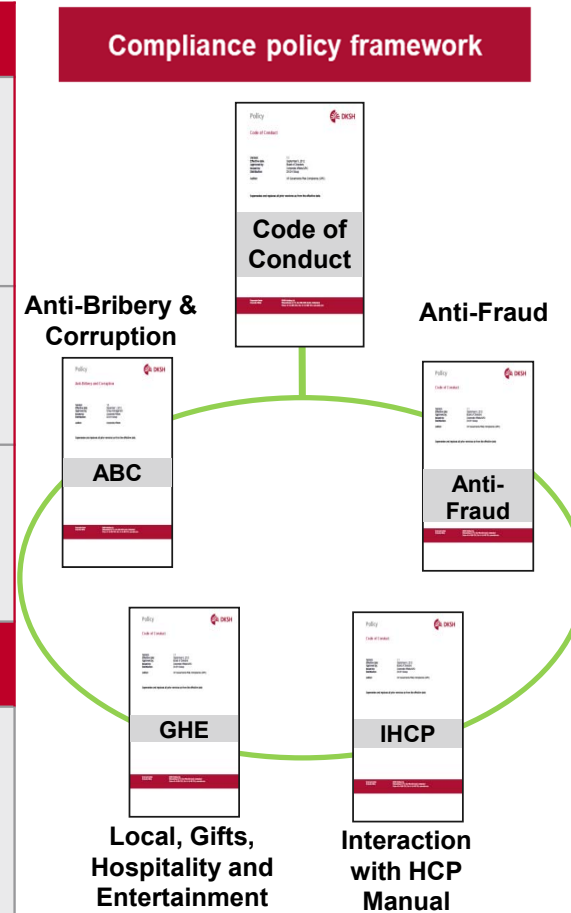
SOP	<ul style="list-style-type: none"> Regionally aligned processes Key Quality & Operational, harmonize SOPs Validated by DKSH Client's during audit visit
Audits	<ul style="list-style-type: none"> Internal audits on country and regional level Regular external audits by SGS and clients QA teams on regional and local level Regular external audit to printing house (stickers & local PI)










Certifications: by SGS

ISO 9001	Consistent high-quality services
ISO 13485	Comprehensive medical devices capabilities
GMP/GS DP	Verifies reliable manufacturing practices (redressing)

Legal compliance	
Internal Code of Conduct	<ul style="list-style-type: none"> Global Code of Conduct in place E-Learning training for all employees
External client Code of Conduct	<ul style="list-style-type: none"> FCPA, UK Anti-Bribery Client specific criteria
Commercial compliance implementation	<ul style="list-style-type: none"> Specified training session for commercial teams (internal or by client)
Quality compliance	
Quality audits	<ul style="list-style-type: none"> Monthly internal audits (Half-)yearly external audits by SGS 05 virtual and 1 on site external audits by clients (2020)

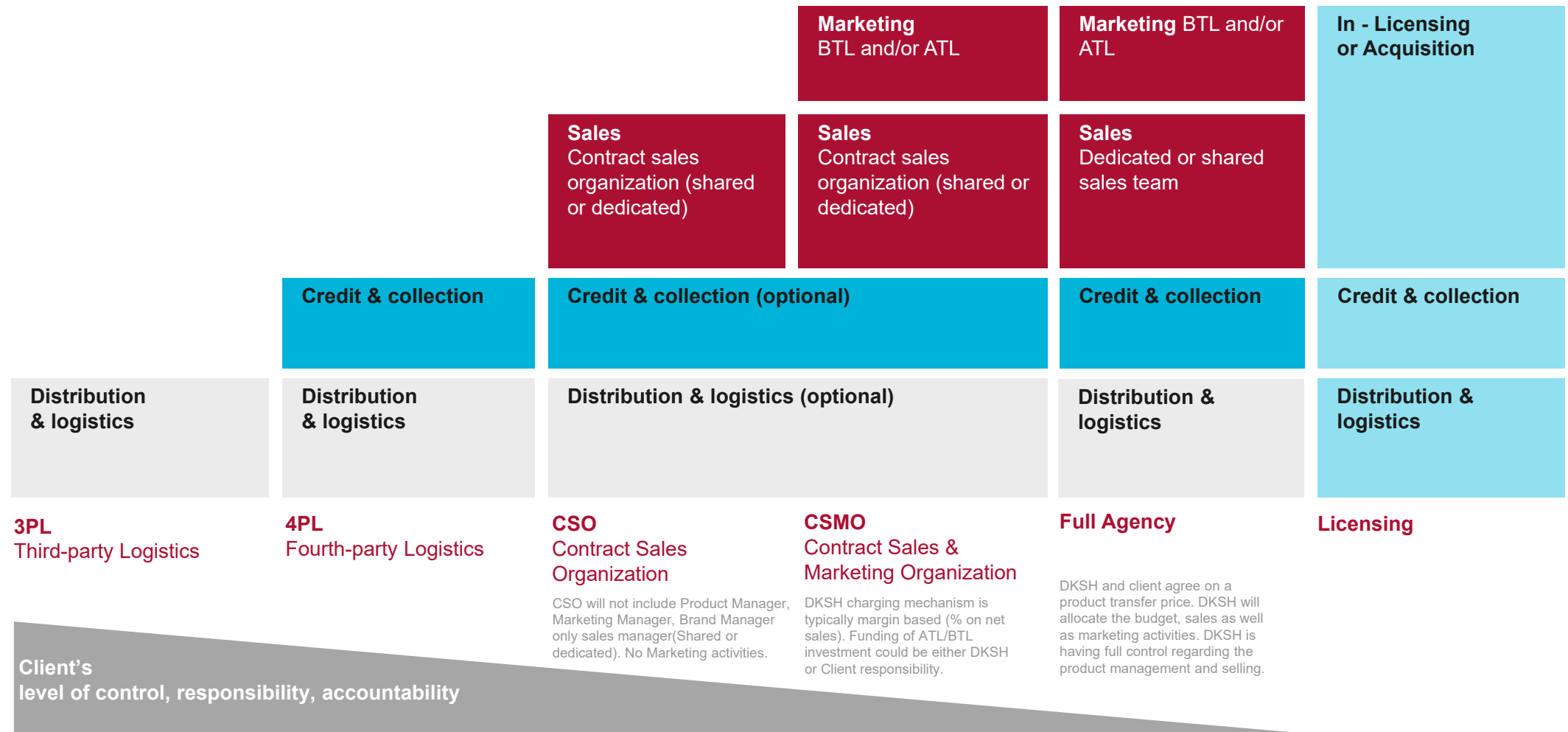


Compliance procedures

	Controls
	Trainings
	Communication
	Monitoring
	Reviews
	Periodic audits
	Compliance Incidents Reports & Investigations

3 Business Models and Commercial Services

We offer flexible models for partnership to support your long-term cost-efficient growth in Asia



Our long-term Happy partners in Cambodia



Pharmaceuticals



OTC / Consumer Health



Medical Devices



What makes DKSH the best partner in Cambodia

Driven by  **DKSH**

DKSH Talent

- Industry best talent with diversified knowledge and experience
- DKSH work culture and environment attract and retain talent for long term
- DKSH culture help talent to develop new skills and grow as per market requirement

1



Wider Coverage & Distribution

- Unmatched coverage for entire country
- Strengthen key penetration into potential outlets
- Speed of service
- Execute joint plan and monitor activities

2



Strong Sales & marketing capabilities

- Right customer segmentation and targeting, Coverage-CRM Tool ECHO Plus
- Proven experience of launching and re-establishing multiple brands
- Strong VAS & digital team support expansion activities

3



Quality, RA & Compliance

- DKSH has regionally aligned SOPs and strictly follows internal compliance framework
- DKSH conduct internal audits and support external audits by clients
- DKSH certified by SGC as consistent high quality service provider

4



Strong Rapport with MOH & Customers

- Long lasting business partnership with Most of the Key Hospitals in Private & MOH
- We have a strong pool of KOL's & advocates
- Won the Covid Vaccination Tender by UNICEF & currently supporting MOL on Vaccines

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Thank you for your attention