

## DKSH and Bayer launch strategic partnership across multiple markets in Southeast Asia

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**In Singapore, Malaysia, Thailand and the Philippines, DKSH will provide comprehensive services to Bayer Pharmaceuticals' business**



DKSH Business Unit Healthcare, a Strategic Healthcare Solutions Partner and leading provider of Market Expansion Services for pharmaceutical, over-the-counter (OTC), consumer health and medical device companies, has announced a partnership with life science company Bayer.

The scope of the partnership covers Bayer cardiovascular products in Singapore, Malaysia, Thailand, and the Philippines, as well as the women's health retail portfolio in Thailand.

Recognised for delivering sustainable growth for client partners, DKSH has been chosen to implement a Distribution and Promotion alliance business model that provided end-to-end solutions prioritising healthcare access to patients.

With DKSH's deep expertise in cardiovascular therapies, proven engagement with healthcare professionals, robust distribution infrastructure, and integrated commercial and medical affairs capabilities – this collaboration reinforces a significant step forward in continuing patient care and accessibility in the region.

"We are thrilled to embark on this partnership with Bayer. Each of the four markets have nuances to their healthcare system, and we appreciate that Bayer recognizes DKSH's proven experience in effective commercialization, customer engagement and patient access. We are well aware that they had other potential choices of partners; hence, we are especially excited that Bayer chose to award this partnership to DKSH as they upgrade their go-to-market business model for these brands. We are confident we can help increase patient access while ensuring compliance and quality," said Bijay Singh, Global Head Business Unit Healthcare, Member of the Executive Committee. He added, "By combining our expertise and resources as the leading healthcare commercialization business partner in the region with Bayer's robust portfolio of products, we remain committed to uplifting the entire healthcare ecosystem in the SEA region, delivering better healthcare to all patients in these markets."