

## News Alert

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DSM Nutritional Products Communications  
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### DSM appoints Greater China Regional Head for Personal Care & Aroma Ingredients

DSM's Personal Care & Aroma Ingredients business unit, one of the industry's leading suppliers to personal care, home care and fine fragrance markets, today announces the appointment of Mrs. Yanhong Fu as Greater China Regional Head for Personal Care & Aroma Ingredients, with effect from January 1st 2018.



Mrs. Fu will oversee the strategic development and execution of DSM Personal Care & Aroma Ingredients activities in Greater China. Under her leadership, DSM Personal Care will continue to drive a stronger market presence and consolidate strategic partnerships with Chinese customers.

Speaking of her new appointment, Yanhong says *"This is an exciting time to be joining DSM. Thanks to powerful marketing and sales campaigns and ongoing international expansion, the business unit has achieved high double digit growth for another year and business is particularly strong in China - one of the fastest growing markets for personal care and aroma ingredients. DSM Personal Care's new Technical and Application facility in Shanghai will be working on product applications, providing technology services and creating tailor-made solutions for customers in China and Asia Pacific. I look forward to working with the team to continue to drive growth and deliver on customer expectations in this rapidly expanding and*

*trend-setting market"*.

Yanhong Fu, a Chinese national, holds a Master's degree in Chemistry from the East China University of Science & Technology. She started her career at Shanghai Jahwa, one of our key regional personal care customers, and deepened her knowledge of the Chinese Personal Care market through various technical, commercial and management positions at ISP, Rhom & Haas and eventually Dow Chemical. In the last 8 years, Yanhong has expanded her experience beyond Personal Care to include Pharma and Food Solutions, her latest role at Dow being Greater China Commercial Manager for Food, Pharma & Medical. Yanhong brings strong sales and management experience combined with in-depth knowledge of the personal care industry.

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#### Forward-looking statements

This news alert may contain forward-looking statements with respect to DSM's future (financial) performance and position. Such statements are based on current expectations, estimates and projections of DSM and information currently available to the company. DSM cautions readers that such statements involve certain risks and uncertainties that are difficult to predict and therefore it should be understood that many factors can cause actual performance and position to differ materially from these statements. DSM has no obligation to update the statements contained in this news release, unless required by law.

**For more information:**

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