



SINCE 1999 · SYDNEY

DISTRIBUTION & MARKET EXPANSION

Your route into Asia-Pacific

We take vitamin, supplement and OTC brands to market across 16 Asia-Pacific countries — with the regulatory, logistics and channel relationships already in place.

"Great products deserve to be found."



02 • THE CHALLENGE

Asia-Pacific isn't one market — it's sixteen

The region is one of the world's fastest-growing wellness markets. But a strong product rarely fails on quality — it stalls on access. Every market moves at its own pace, on its own rules.

Fragmented regulation

A separate regulator, dossier and timeline in every country.

Platform complexity

Each market has its own dominant e-commerce and CBEC channels.

Consumer preferences

Preferred formats, ingredients and health priorities differ market to market.

Relationship-led retail

Shelf space runs on trust and years of local presence.

Language & localisation

Language, translation and packaging artwork must be adapted for each market.

Marketing

Messaging and positioning must be tailored to each market's cultural differences.



03 • WHO WE ARE

A new division, built on 25 years in the region

Since 1999, AWS360 has partnered with Asia-Pacific supplement brands with our new product development, and manufacturing services.

In 2026, we launched our new Distribution & Market Expansion division – a dedicated route-to-market service built on relationships and regulatory know-how already 25 years deep.

1999

Owned in Sydney

200+

ASEAN registrations

16

Markets served

4

Channel types



04 • THE NETWORK

One network, 16 markets, all directions

Australian and New Zealand brands moving into Asia, Asian brands entering Australia with TGA compliance or into new Asian markets. We work all ways. You plug into relationships that already exist — rather than building them market by market.

16 MARKETS SERVED

Australia · New Zealand · Hong Kong & Macau · China (CBEC) · China (General Trade) · Taiwan · Singapore · Malaysia · Thailand · Vietnam · Indonesia · Cambodia · Myanmar · Philippines · Brunei · Laos



Multiple channels to get your products in the hands of new customers

Most brands need a blend — and the right blend differs by market.
We map the mix and manage the relationships across every channel.



Retail & Pharmacy

Established relationships with pharmacy chains, grocery and health-and-beauty retailers.

Local Distributors

Vetted in-market distributors who know the trade and carry the last mile.

E-commerce

Onboarding and management across each market's dominant online platforms.

Cross-border (CBEC)

A faster, lighter-touch route into China through cross-border e-commerce.



06 • MARKET ACCESS

Compliance built into distribution

Two decades of Asia-Pacific regulatory expertise means market access is handled as part of getting you to shelf — not a separate project you have to manage.

- Product registration in each target market
- Labelling & claims adapted to local rules
- TGA compliance for brands entering Australia
- Ongoing compliance as rules change

07 • LOGISTICS BACKBONE

One partner, factory to shelf

Distribution comes with the physical supply chain already attached — no stitching together separate freight, customs and warehousing providers.

- Door-to-door air, sea & road freight
- Customs clearance handled end to end
- GDP-certified, temperature-controlled warehousing
- Regional 3PL warehousing partnerships





08 · MARKETING & LOCALISATION

Look native on the shelf

We adapt the brand for each market so it feels local to shoppers — not translated onto the shelf after the fact.

- Packaging & artwork localised per market
- Compliant claims & product content
- Launch collateral & point-of-sale
- Access to our marketing collateral library

Wherever you're starting from

The same network works for a brand taking its first step into the region and for one that has outgrown its current partner.

NEW TO ASIA-PACIFIC

Your market-entry team

- Prioritise the right markets to enter first
- Registration, compliance & localisation handled
- Build the channel mix and launch

ALREADY IN THE REGION

A stronger distribution partner

- Audit current coverage and performance
- Fill channel and market gaps
- Grow the markets being left on the table



10 • A SECOND OFFER

Raw material & ingredient distribution

Beyond finished brands, we bring patented ingredients and raw materials to manufacturers across Asia-Pacific — including exclusive regional partnerships. We have long-term relationships with numerous regional brands and an extensive up-to-date contact list across the market.

If you own an ingredient rather than a brand, we can be your route into the region's manufacturers.





11 • OUR APPROACH

A careful, methodical approach to new-market success

We underpin every launch with a considered, step-by-step approach — meeting you where you are today and building deliberately toward lasting market presence.

01 Advisory & Market Access

We help you choose markets and plan the route — registration strategy and channel mapping.

02 Distribution Partnership

You have a registered product; we take it to channel and manage the relationships in-market.

03 Full Market Entry

End to end — we act as your Asia-Pacific arm, from registration through to shelf and growth.



12 • REGIONAL PRESENCE

On the ground at the region's trade shows

We represent our brand and raw materials distribution partners at major Asia-Pacific trade shows — meeting new brands, regional distributors and retailers face-to-face, and building the long-term relationships that shelf space depends on.

- Representing our brand & raw material distribution partners
- Connecting with new regional partners face-to-face
- Building long-term, trust-based relationships
- Direct brand exposure across new markets

Brands & partners in the portfolio

A new division, but not a new company — these are the kinds of brands we already move across Asia-Pacific.



Travel-wellness brand — jet-lag relief and workplace hydration.



NZ soft-chew gummy vitamin brand for kids & adults.



Oxicicledensate®

Patented, better-tolerated iron raw material (Ti Farma) — AWS360 is the exclusive APAC distribution partner.

One accountable partner, not five vendors

25 years in-region

Relationships and regulatory know-how you can't build overnight.

All directions

From Australasia into Asia. From Southeast Asia to China. Into Australia and New Zealand. New horizons in all directions,

End to end

Registration, logistics, localisation and channel under one team.

One accountable team

A single point of contact from concept to shelf.





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LET'S HAVE A CHAT

Tell us about your brand.

We'd love to get to know your products and your ambitions for the region — then show you, honestly, where we can help.

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