

Press Release

FOR IMMEDIATE RELEASE

**DXN APPOINTS CHIEF EXECUTIVE OFFICER TO BOARD
AS EXECUTIVE DIRECTOR**

Cyberjaya, 6 April 2026 - DXN Holdings Bhd. ("**DXN**" or the "**Company**") [德信控股], a leading global manufacturer of nutraceutical products, is pleased to announce the appointment of Mr. Prajith Pavithran as the new Executive Director ("**ED**"), effective 6 April 2026.

Since assuming the role of Chief Executive Officer ("**CEO**") on 1 June 2024, Mr. Prajith has played a key role in driving DXN and its subsidiaries' ("**DXN Group**" or "**Group**") growth trajectory. This includes strengthening its presence across core markets and reinforcing its position in key regions such as Latin America, which continues to be the Group's largest contributor, accounting for approximately 60% of total revenue annually.

His leadership has brought greater clarity in execution and consistency in delivering the Group's strategic priorities across its global operations. His appointment to the Board of Directors reflects the Group's recognition of his contributions and confidence in his leadership, while further strengthening alignment between strategy and execution.

Executive Chairman and Founder of DXN, Datuk Lim Siow Jin (拿督林孝仁) shared, "Since taking on the role of CEO, Prajith has demonstrated strong leadership in driving the Group's performance and sharpening our execution across key markets. His appointment as ED is a natural progression, recognising his contributions and enabling a closer integration between management and the Board."

"As both CEO and ED, he will be able to provide direct operational insights at the Board level, facilitating more informed and timely decision-making, while ensuring that the Group's strategic priorities are effectively translated into execution. This structure also strengthens the flow of insights between management and the Board, enhances accountability at the highest level, and reinforces leadership continuity as we execute our long-term growth strategy. It also allows the Group to engage external stakeholders with greater clarity and authority as we move into our next phase of growth," he added.



Mr. Prajith first joined DXN in 2001 as a Sales and Training Executive. He has since held leadership roles across key markets such as India, the Philippines, Mexico and Latin America, before serving as Chief Marketing Officer from 2022 until his CEO appointment in 2024.

----- end -----

ABOUT DXN HOLDINGS BHD.

Listed on the Main Market of Bursa Securities, DXN is a leading global manufacturer of nutraceutical products, blending the medicinal benefits of natural sources like edible mushroom and spirulina with cutting-edge biotechnology. The Company has advanced R&D and cultivation facilities to enhance production processes and develop new product innovations. DXN's extensive product portfolio includes fortified food and beverages, health and dietary supplements, as well as personal care and cosmetics. With a significant global market presence, DXN operates across Latin America, the Middle East, Africa, Europe and Asia.

For more information, please visit <https://www.dxn2u.com/>

Released on behalf of DXN Holdings Bhd. by Capital Front Investor Relations.

Media Contact:

Nora Robert

nora@capitalfront.biz

Julie Nelson

julie@capitalfront.biz