



MOMENTS



JEBSEN

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ALL SIGHTS SET ON VISION 2025



STEADFAST IN A WORLD OF FLUX



Alfons Mensdorff-Pouilly
Chief Executive Officer

For 125 years, Jebsen Group has stayed its course. As a family-owned enterprise with roots in Greater China, we have ridden the highs and weathered the lows of countless economic cycles by remaining true to our values. We have always kept our sights trained on the impact that we will make today and the lasting legacy that we will leave for future generations.

Vision 2025 comes at an important—and opportune—time as change surrounds us.

We are seeing fundamental shifts in many of the industries we operate in. A common thread that runs through them is the digitisation and democratisation of buying behaviour: As the world gets smaller, consumer choices grow broader. For consumers, that's a double-edged sword.

Yes, they are spoilt for choice. But they are also expected to navigate an increasingly crowded marketplace themselves. At every turn, they are inundated with marketing messages, conflicting information and even misinformation. And, lest we forget, many of them are time-poor.

Vision 2025 places the consumer at the heart of our business. We seek to inspire the modern consumer to make the right lifestyle choices for themselves by offering an experience that is simple, intuitive and enjoyable.

Automobile enthusiasts can look forward to more opportunities to experience our trademark service experience, whether in person, at our growing network of 4S Porsche Centres, or digitally, through our online channels. With our Porsche partnership as the core, Jebsen Motors will also be growing the breadth and depth of its services to become a premium mobility provider and lifetime partner to consumers in China.

Similarly, in the retail space, Jebsen Consumer is looking beyond a transactional relationship with consumers. Its new focus on building brand communities is expected to help us capture and enhance customer lifetime value as consumers deepen their relationship with their favourite brands. Club G-SHOCK is an excellent first example, as is our own J Rewards loyalty programme. This marks the start of Jebsen Consumer's transformation from a total distribution and retail partner to a brand-building and brand advocacy partner.

For Jebsen Beverage, maintaining our competitive edge in Hong Kong and the Chinese mainland will start from within. The business line is preparing for a digital transformation that will improve its productivity and operational excellence in Hong Kong. It will also seek to expand its commercial footprint in the Chinese mainland, building on strategic partnerships such as the joint venture that was established between Blue Girl Beer and AB InBev, the world's largest beer brewer, in 2019.

Vision 2025 extends to every part of the Group, from our frontline businesses to behind-the-scenes functions. Corporate Development and Real Estate Investments (CDREI), for example, is the team behind our network of Porsche Centres and growing Storhub China investment. Much of their work, like site acquisition and government relations, may go unseen but will not go unrecognised. Through Vision 2025, we strive to uplift every employee, through equitable talent development and career progression opportunities, so that our people grow with the organisation.

With all these pieces in place, I am confident that we will achieve our goal of doubling our revenue by 2025.

IN MEMORY OF MARKUS F. JEBSEN

By Helmuth Hennig



Photo credit:
Albert Slominski

On the 13th of June 2021 Markus F. Jepsen lost his life in a car accident in South Africa. He was 58 years old.

Markus Jepsen, a younger brother of our Chairman H M Jepsen, was born in Hong Kong in 1962. Markus left the territory at a young age with his parents to relocate to Aabenraa, Denmark and he finished his education in Europe and the US. He joined the family group of companies in 1981 as a trainee at Jepsen & Jessen, Hamburg, but then decided to experience the corporate world outside of the J&J groups, working for companies in the chemical, automotive as well as consumer electronics sectors.

Markus Jepsen joined Jepsen & Co Ltd in 1992, spending time in China to familiarise himself with the activities of the Group on the Mainland, before returning to Hong Kong in 1994 as Managing Director of Y S Tso, a company which had been bought by Jepsen to strengthen our consumer activities. In 1995 he joined the board of JCL and was made a shareholder at that time as well.

In 2002 Markus decided that he wanted to establish his own business and as a consequence left Jepsen & Co Ltd. He acquired the travel and insurance related businesses of JCL and took over the electronics brand JNC as well. This proved to be a prescient move as JNC became the dominant MP3 music player in the local market for a few years before the arrival of Apple. His company is also the longstanding agent for Aston-Martin in Hong Kong.

His true passion, however, was the preservation of natural habitats and biodiversity. He worked tirelessly to help preserve unspoilt tracts of land in southern Denmark, Romania and South Africa. He invested personally by buying large areas to ensure logging and poaching could be stopped, as well as returning land to its natural state, thereby safeguarding the local flora and fauna. He was unrelenting in his desire to protect nature for future generations and was, I believe, happiest walking through forests in rubber boots, fishing along the shoreline in Denmark or driving over the savannah in South Africa.

Markus Jepsen leaves behind his immediate family, his wife Judith, his children Alexander, Maximilian and Michelle. Also mourning his loss are his mother, Doris Jepsen, and his siblings and their families; but likewise the many people he has worked with at Jepsen as well as at MF Jepsen International, and his many friends around the world.

Our thoughts are with them all.

ACCELERATING MOMENTUM

Jebsen Motors heads straight for the future, building on a record year in 2020

While the COVID-19 pandemic continues to wreak havoc on global economies, Jebsen Motors bucked the trend and created an all-time record high of new Porsches sold in 2020. Its new record of over 10,000 cars included significant spikes in sales of the iconic Porsche 911 and the Porsche 718.



“The fast recovery of the Chinese mainland’s economy through effective measures to fight the pandemic definitely laid the foundation for our most successful year to-date. But the most important factor that enabled us to capitalise on this recovery can only be found in our Porsche Centres:

our people,” said Mr Joachim Eberlein, Managing Director of Jebsen Motors.

He credits the Jebsen Motors team for creating a safe environment for customers to return to its Porsche Centres and for embracing its go-digital strategy starting two years ago. This

prepared the business to efficiently manage the 140,000 sales enquiries that it received from digital channels last year.

As Jebsen Motors heads for the future, Mr Eberlein reveals that it aspires to become a leading automotive dealer group that provides mobility solutions and adjacent services for its customers for life.

Building on today’s success

An integral part of Vision 2025 is the continued deepening of Jebsen’s highly-successful, 66-year partnership with Porsche. The business remains very confident of the brand’s future in the Chinese mainland and is investing further by expanding its physical network to better serve customers.

Already one of the largest Porsche dealers in the world, Jebsen Motors held two successive Porsche Centre grand openings and launched two city service centres this year. On March 19, it unveiled Porsche Centre Nanjing Jiangning, its eleventh Porsche Centre in Greater





China. This was quickly followed by the launch of Porsche Centre Shenzhen Longhua on March 31. Around the same time, it also started construction on its thirteenth Porsche Centre in Haining. To better serve customers, Jepsen Motors also opened a new city service centre in Shenzhen in January, followed by one in Shanghai Puxi in July.

Each new Porsche Centre is expected to deliver the service and operational excellence that Jepsen Motors is well known for. In fact, the business was applauded by Porsche China once again in the brand's latest dealer ranking. Its strong sales performance, outstanding management, marketing achievements and robust investment strategy across Greater China earned it top honours in the 2020 Porsche China's Dealership ranking for the sixth consecutive year.

Going broader and deeper

To achieve Vision 2025, Jepsen Motors will grow its business in other aspects as well.

"Our goal is to accompany our customers through life. To do this, we aspire to create an ecosystem of relevant brands and services around our core Porsche business to meet different needs at different life stages," shared Mr Eberlein.

This includes growing the business vertically to offer complementary products and services that customers value as well as expanding the business

horizontally to embrace the trend of powertrain electrification.

"Jepsen has always been ahead of the curve in responding to market trends and a large part of this is possible because of our commitment to recruiting, rewarding and retaining the best talent in the market. We are very aware that the best strategy won't work without the best people in the industry," he added.

Recognising that its people are the engine that drives the business line forward, Jepsen Motors is ready to increase its investment in talent development, starting with the Jepsen Motors Talent Academy.

Scheduled to launch in the second half of the year, Jepsen Motors Talent Academy consolidates the business line's training and learning initiatives. It will offer professional development opportunities for employees in every position through partnership with prestigious universities, colleges and learning institutions around the world.

"Through Jepsen Motors Talent Academy and other people development initiatives, I want to ensure that each and every one of our employees reaches their full potential, able to cope with the new challenges and changes in the future, and is always prepared in advance," said Mr Eberlein.

As all the components fall into place, Jepsen Motors is ready to rev its engine and accelerate towards Vision 2025.



Introducing: Porsche Centre Nanjing Jiangning

The new Porsche Centre Nanjing Jiangning is located in Nanjing Dongshan International Business Headquarters Park and is designed to serve customers in Nanjing and Eastern China. The five-storey facility houses a showroom, repair centre and a body paint centre, and features rapid-charging poles compatible with Porsche's all-electric Taycan. At present, it has a team of eight Porsche Certified Technicians.



Introducing: Porsche Centre Shenzhen Longhua

Porsche Centre Shenzhen Longhua is Jepsen Motors' third centre in Shenzhen as it intensifies business growth efforts in the Guangdong-Hong Kong-Macau Greater Bay Area. As one of China's largest category-four Porsche centres, Porsche Centre Shenzhen Longhua's first-floor showroom is equipped with a seamless screen the size of 16 55-inch LED screens to provide the ultimate visual experience for customers.

BUILDING BRAND COMMUNITIES



Jebesen Consumer's roadmap to the future is marked by change and powered by community

The shifting sands of the consumer landscape in Hong Kong and the Chinese mainland poses both a challenge and an opportunity for Jebesen Consumer. Already firmly established in both markets with proven distribution and brand-building expertise, the business line is now pursuing greater progress through change.

"If you think of our strategy as the hand that uplifts the business, we need five interconnected fingers working together: growing in China, becoming a total distribution and retail partner to more brands, owning the channel, owning the product and owning the customer," said Mr Carsten Brenker, Managing Director of Jebesen Consumer. He assumed the role in May 2020 after a two-year tenure as the business line's Deputy Managing Director.

To illustrate his point, Mr Brenker brings up CASIO. With Jebesen Consumer's earlier success representing CASIO's line of cameras, it was able to win distribution rights to the brand's timepieces and calculators in Hong Kong and Macau in October 2019. Traditionally, the number of distribution points (which is now close to 600) would have been a measure of success but the business line is looking for more.



“With CASIO, we are a total distribution and retail partner. We do more than market their products; we are actively involved in shaping their brand destiny here,” said Mr Brenker.

This is perhaps most clearly demonstrated through Club G-SHOCK by Jebsen, a co-branded e-commerce store that marks the first time CASIO agreed to a joint digital strategy with a distributor. The thinking behind the initiative extends beyond online sales into new territory that Mr Brenker is clearly passionate about—brand communities.

“If we want to capture and enhance customer lifetime value, we have to invest in building relationships with direct consumers that go beyond the transactional. Communities like G-SHOCK enable brands to bring their customers together and have authentic conversations with them. While this keeps customers highly engaged, it’s also very beneficial for the brand to get direct customer feedback about their products,” he explained.

Club G-SHOCK benefits from CASIO’s strong global fan base, which includes 9.4 million followers on Facebook, and localises the experience for consumers in Hong Kong and Macau.



Owning the Experience

In a similar vein, Jebsen Consumer believes that there is potential in creating its own community around J SELECT, Jebsen’s premium lifestyle omni-channel brand in Hong Kong and the Chinese mainland. With six physical stores and a strong online presence, J SELECT attracts shoppers with its seamless, curated shopping experience.

The fact that this experience is fully controlled by Jebsen Consumer also has its benefits. In 2020, when footfall in malls dwindled due to the pandemic, the business line was able to pivot quickly by training its store personnel to host shopping video calls. Through these calls, customers enjoyed personalised service and live product demonstrations from the safety and comfort of their own homes. They could then place their orders over the phone or online at their convenience.

Jebsen Consumer also has full view of each customer now that its e-commerce platform, order management system and customer relationship management systems are interlinked with its Products Service Centre. The omni-channel experience transcends both the online and offline space, so customers can interact with J SELECT seamlessly.

To take the experience up a notch, Jebsen Consumer introduced the JRewards programme in August 2018. The loyalty programme rewards

customers with points for spending at J SELECT, the CASIO Authorised Online Flagship Store by Jebsen or Jebsen Consumer Products Service Centre. Since then, and in part powered by the JRewards programme, Jebsen Consumer’s direct customer database has grown by 144% and the average J SELECT order value has increased by 17%.

Deepening Consumer Engagement

Initiatives like Club G-SHOCK and JRewards are also increasingly important in a world where data and privacy are reaching a tipping point. In these gated communities, consumers are provided with a safe and trustworthy environment where they can enjoy their favourite brands. As brands interact authentically with its fan base, they provide important insights into consumer attitudes, preferences and decision-making processes. This would enable Jebsen Consumer to develop a deeper understanding of its customers and ensure every communication and interaction is meaningful and engaging for them.

With stronger relationships and thriving communities, Jebsen Consumer is confident of its future.

THE HEROES BEHIND THE SCENES

Chief Operating Officer Mr Alexander Spitzzy draws back the curtains to reveal the teams behind the Group's critical infrastructure



Infrastructure forms the backbone of any organisation. When done well, it often goes unseen but its role in providing a solid foundation for the business cannot be downplayed. At Jebsen Group, no one knows this better than Chief Operating Officer Mr Alexander Spitzzy.

Mr Spitzzy's career with the Jebsen & Jessen Family Enterprise began in 2013 with the Jebsen & Jessen Group. He served as Country Manager for Cambodia, then Manager Director of JJ-Pun, the sister group's joint venture in Myanmar, before joining Jebsen in Hong Kong as Director of Special Projects in 2019. He rose to Chief Operating Officer in 2020 and, amongst his many roles, oversees two important infrastructure teams—Corporate Development and Real Estate Investments (CDREI) and Group Information Technology (GIT).

MOMENTS sits down with him to understand what really goes on behind the scenes.

Building Success, Brick by Brick

At Jebsen Group, Corporate Development and Real Estate Investments (CDREI) is responsible for group-wide strategic decision planning and execution, developing and managing the Group's real estate investment portfolio and handling China corporate affairs and facility administration. Its most visible work, perhaps, is in developing Jebsen's Porsche Centres.

As one of the largest Porsche dealers in the world, the Group has a network of 12 state-of-the-art Porsche Centres in major cities across Greater China. Each one is the result of the CDREI team's hard work.

“We always see nice, fancy pictures of a new Porsche Centre but we hardly see the work that goes into it,” pointed out Mr Spitzzy.

The extent of the work involved in developing a Porsche Centre from scratch became clear as he briefly walked through the various development stages: finding and acquiring the land site from the government, creating blueprints and design plans with Porsche, appointing a main contractor and managing the construction work, ensuring that the Porsche and Porsche Centre brand identity is respected in every design element, and conducting quality inspections before finally handing over the completed Porsche Centre to Jebsen Motors.

At the same time, CDREI also supports the Storhub China investment from Jebsen Capital. The self-storage business, formerly known as MiniCC, relies heavily on the team's capabilities to source, build, and develop new storage facilities. And the speed at which they do it is nothing short of amazing. (See box story)

Underlying all this is another strategic aspect of CDREI's work — government relations.

“Government relations goes hand-in-hand with CDREI. We've talked about acquiring land for Porsche Centres but it goes beyond that. Take the Greater Bay Area, for example. The Chinese government has expressed interest in linking the cities of Hong Kong, Macau, Guangzhou, Shenzhen, Zhuhai, Foshan, Zhongshan, Dongguan,

Huizhou, Jiangmen and Zhaoqing into an integrated economic and business hub. So part of CDREI's work right now is to strategise how the Group can position itself to play a bigger, better role in the Greater Bay Area," Mr Spitzky revealed.

Enabling Business, Byte by Byte

The Group's IT infrastructure is another invisible component of daily operations. In today's tech-enabled world, Internet connectivity as well as access to software applications and business data are often taken for granted. The pandemic and the consequent shift to remote working have helped shine the spotlight on the work that Jebsen's Group Information Technology (GIT) team does.

"We have to acknowledge that the GIT team does a tremendous job of keeping us connected at work. I think all of us gained a deeper appreciation of this when we suddenly shifted to work-from-home arrangements last year. GIT single-handedly ensured that we could continue functioning," said Mr Spitzky.



As digital transformation continues to take root in and beyond Jebsen, Mr Spitzky has ambitious plans for GIT and he has no qualms about rocking the boat.

"Any company as old as ours faces the same fundamental IT problem—legacy systems. While new businesses have the luxury of building their IT infrastructure on today's best-in-class applications, we have spent years adapting old systems to new needs. That has to change," he explained.

Revealing the Group's long-term technology vision, Mr Spitzky described a very flexible IT system that is built on

an underlying ERP core that intelligently interfaces with a variety of off-the-shelf apps. This means reversing the Group's current practice of customising apps to fit the unique processes of each business line.

"This forces us to rethink our current processes. It may lead to the unpopular realisation that some of our processes are outdated but it has to be done," emphasised Mr Spitzky. "I want GIT to be a sparring partner to the business, to ask difficult questions like 'Do you really need this?', to challenge the status quo and offer better alternatives."

This brings to mind Henry Ford's response when asked about why he invented the first automobile: "If I had asked people what they wanted, they would have said faster horses." With a similar spirit of innovation, and the dedication of CDREI, GIT and the many other Group Functions operating quietly behind the scenes, Jebsen will certainly continue to make new breakthroughs in the years to come.

Up and Running in Three Months

One of CDREI's latest success stories is for Storhub China's sixth facility. Located in Shanghai, Pudong with a gross floor area of 8,230 sqm, it was the first project managed and completed by the team since Warburg Pincus joined the investment into the fast-growing self-storage company.

CDREI was given four months to convert an existing building into a self-storage facility but the team took just three-quarters of the time. By August 2020, just three months after work commenced, CDREI obtained the completion certificate from the local authorities and handed the facility over to Storhub's operations team.

For Ms Lilliana Choi, Director of CDREI, the key to over-achieving is in the team's commitment to always finding ways to improve.

"We were able to convince the seller to allow us to start project planning and preparation work on site even before the acquisition transaction was officially executed. They trusted our professionalism. We were also able to move ahead of the schedule because our Real Estate team is deeply familiar with the local process and was able to map out a clear path, step by step," said Ms Choi.

Speed is of the essence in any real estate project because the sooner the facility is ready, the sooner operations can commence. For that reason, an earlier completion is associated with a positive

impact on cashflow and improved returns on investment. That said, speed cannot come at the expense of quality or safety — a challenge that the CDREI team clearly thrives on.





DRINKING FROM THE DIGITAL FOUNTAIN OF YOUTH

Mr Frederic Noyere, Managing Director of Jebsen Beverage, discusses why digital transformation holds the key to the next chapter of the business line's enduring success

The beverage industry may be as old as time itself, but it must also be as modern as the times dictate. As the industry landscape shifts and consumer behaviour evolves, change is on the cards, even for market leader Jebsen Beverage. And, according to Mr Frederic Noyere, this change is necessarily digital in nature.

Mr Noyere joined the Group in November 2020 as the Managing Director of Jebsen Beverage, overseeing the overall business operations, strategy and development of both Jebsen Beer and Jebsen Fine Wines. His 30-year career in the consumer industry includes

two decades spent in the wines and spirits business.

A Strong Starting Point

At present, Jebsen Beverage is in a good place. It continues to be a major contributor to the Group's overall revenue and reputation, and is regarded as a market leader in the alcoholic beverage sector in Hong Kong and the Chinese mainland. But Mr Noyere is looking beyond the present and into the future.

"It's worth noting, from an outlook perspective, that Hong Kong and the

Chinese mainland are two very different markets. Hong Kong is a very mature market and that makes it difficult to extract organic growth. In comparison, the Chinese mainland, with its size and rising middle class, offers immense opportunities but that comes with intense competition," he said.

The Hong Kong market has traditionally been propelled by tourists from the Chinese mainland and a large expatriate population, but current trends appear to be directing both to competitors: tourism to domestic destinations like Hainan and expatriates to other regional hubs like Singapore. To Mr Noyere, this signals the importance of doubling down on domestic consumption and being fully integrated into China's Greater Bay Area (which spans a network of southern cities including Hong Kong).

“We must defend Jebsen Beverage’s market position in Hong Kong and that battle will happen on the productivity and operational excellence front,” he said in a clear nod to the role of digital transformation.

Over in the Chinese mainland, the situation is different but the weapon of choice is the same.

“The Chinese mainland market is relatively younger so there’s much more room to grow but it’s also known as a challenging market to operate profitably in. There are more players jostling for a piece of the pie, complex regulatory landscapes to navigate, and the pace of change is incredibly fast. That’s why digital transformation is no longer a nice-to-have; it’s a must-have for our business,” said Mr Noyere.

Defining the Destination

For Jebsen Beverage, true digital transformation will touch every aspect of the business, from how it collects and uses data in its daily operations, to how it engages its channel partners and direct customers.

“At the end of the day, we all need to start thinking like digital natives. If we look at the world around us, the way people are consuming, creating and sharing media has changed significantly. We need to understand the effects of this on our business and be ready to embrace this trend,” said Mr Noyere.

To achieve this, Jebsen Beverage will need the right combination of digital-first toolsets, skillsets, and mindsets.

“As a business, we are ready to invest in the systems and training that our people will need to digitalise the way they work. We will also fully support them as they discover and develop new skills. This will be an ongoing journey as technology evolves so quickly these days, so the success of our transformation really relies on everyone having an open mindset and willingness to grow and learn, which I know our team has,” he said.

As a first step, Jebsen Beverage intends to encourage behavioural change. While employees are not expected to become digital experts overnight, Mr Noyere hopes to see gradual changes in work habits, even if it is as small as replacing paper forms with digital ones.

“Change is never easy but look at how we all shifted from basic mobile phones to smartphones in a matter of years,” he pointed out. “People can be motivated to



change if they see the benefits and that’s what we will focus on communicating to our employees—that digital transformation can help relieve them of many mundane tasks so that they can focus on more exciting, higher-value work.”

Plugging into the Digital Ecosystem

While Jebsen Beverage’s digital transformation is internal in nature, it will redefine how the business line engages with its channel partners, customers and consumers externally. This would be most visible in the business line’s go-to-market strategy.

Using Blue Girl Beer as an example, Mr Noyere explained, “Blue Girl Beer already has a huge fan base and sizeable social media presence in Hong Kong. With a digital-first mindset, we would be able to propel this to greater heights. Imagine the traction we could generate if all our activation campaigns were inherently designed for both in-person activities and digital engagement.”

Such a move would also refresh the Blue Girl Beer brand image and potentially create the right social currency to attract a younger generation of drinkers. Jebsen Beverage’s on-trade partners, especially bars and traditional Chinese restaurants where Blue Girl Beer is popularly consumed, would naturally reap the benefits of this.

As Mr Noyere pointed out, digital transformation starts from within Jebsen Beverage but extends to its entire ecosystem of partners, customers and consumers. It’s a shared journey for everyone to thrive.



IN MEMORY OF **MR PIN YAN FONG** JUNE 5, 1935 – JULY 2, 2021

By Alan Lau



It is with great sadness that Jebsen Group bade its final farewell to Mr Pin Yan Fong in July this year.

Uncle Pin, as he was better known to most of us, joined Jebsen in 1982 to run our canteen at Prince's Building in Hong Kong. He was well suited for the position as, for almost three decades, he was a ship's cook before joining our company. He took great pride in his work in keeping the canteen spotlessly clean and was always happy to serve his colleagues. He ably assisted by his wife until her passing in 2004.

Uncle Pin's great satisfaction was to work for Jebsen. He got up early every morning to catch the first MTR train so that he would arrive in time to prepare and serve the early birds among us. Taking vacation leave virtually did not exist in his dictionary. His affection for the company and his colleagues extended well after his retirement in 2008 at the age of 73. Health permitting, Uncle Pin would still regularly attend our annual dinner gathering.

His friendly disposition made him well-liked by his fellow colleagues. On top of being a good cook known for his famous Shanghainese dim sums, he was also a mahjong lover and enjoyed meeting up for games with colleagues during holidays and after office hours.

As a Group, we thank him for taking such good care of us. Uncle Pin will be well remembered for his love for flowers, Chinese objets d' art and, of course, his cooking. May he rest in peace.

About Jebsen Group

Founded in 1895, Jebsen Group is a leading brand builder and a focused marketing, investment and distribution organisation. A family-owned private company with over 125 years of continuous presence in Greater China, Jebsen Group is committed to supporting its partners' needs in building market demand, generating sales, and connecting customers across the region. As a strategic co-pilot, Jebsen elevates the value of partnering brands and help them achieve success. Under the master brand of Jebsen, the Group has four Core Business Lines – Motors, Beverage, Consumer and Jebsen Capital – and two further established business lines around Industrial and Logistics. Jebsen offers over 200 of the world's premium brands extensive and specialised local market access. Outside the region, Jebsen Group enjoys close ties with sister companies in Australia, South East Asia, Denmark and Germany. For more information, visit www.jebsen.com.