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About this Report

This report marks the 9th consecutive year that Jebsen Group publishes its annual Corporate Social Responsibility Report ever since 2009. It explores and documents our effective practices in the area of sustainability in 2016. The report covers our relevant endeavors in 2016, examining the current efforts and future aspiration in environmental conservation, staff well-being, and philanthropy across our diverse business units.

Report Scope

The report covers all entities under Jebsen Group that have control or major impact over the Group’s finance, operations policies and practices, including Consumer, Beverage, Industrial’ and Motors Units, etc. It summarises the Group’s operations in the Greater China region and its economic, environmental and social implications from January to December 2015. All data and information used in this report are sourced from Jebsen official documents and reporting.

Jebsen Group herein may be referred to as “We”, “Jebsen”, or “the Group”.

Report Index

This report is compiled based on the Sustainability Reporting Guidelines (4.0) set by the Global Reporting Initiative (GRI), and referred to Sustainable Development Goals set by the United Nations.

Report Publication

This electronic report will be released simultaneously in Simplified Chinese, Traditional Chinese, and English in September 2017. For online reading or downloads, please visit: www.jebsen.com.

Feedback

Jebsen continues to strive for even better performance for the environment and our stakeholders. Your comments will enable us to refine future CSR plans and are therefore highly valued. For any feedback and/or input, please contact us at feedbackonCSR@jebsen.com. All correspondence will be treated in strict confidence.

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Message from the Group Managing Director

Create Value for Sustainable Growth

The global economy and our markets were confronted with significant uncertainty during 2016 and as a consequence the Jebsen Group recorded a total revenue of HKD 13.3 billion, a reduction of 10% from the year before. Nevertheless, our efforts to strike a balance between tradition and innovation, while leveraging on our core competencies to create sustainable business opportunities for ourselves and our partners, continued unabated to ensure a solid foundation for our businesses in the years to come.

In 2016, our business units and partners collaborated to strengthen brand values, provide superior products and at the same time improve service quality. Jebsen Motors opened a new Hong Kong Porsche Service Center as well as a new Bosch Jebsen Car Service Centre in Shanghai, and invested more than HKD 8 million in staff training. Jebsen Industrial has successfully enhanced its influence along the value chain within the industry and further focused on "Green", "Clean" and "Wellbeing" to offer premium technologies and innovative solutions. Blue Girl Beer and Jebsen Fine Wines under Jebsen Beverage are both committed to enriching their product portfolio and developing their own brands, whilst continuing to maintain their market leadership. Jebsen Consumer has brought customers' shopping experience to a new horizon. The Dyson Concept Stores allow consumers to indulge in a complete experience of the brand in unique settings, while J Select operates in an O2O model, which combines a new online platform with brick-and-mortar stores to provide customers with the convenience of the Internet and a high quality service experience.

Jebsen has long been committed to striving to become a socially responsible company by creating and fostering social values through the promotion of quality life, environmental protection, realisation of employer value and participation in public philanthropic activities.

In 2016, Jebsen worked with stakeholders to pursue sustainable growth and actively promoted its social responsibility philosophy and experience to the community. We uphold the win-win cooperation model to provide consumers with quality products and

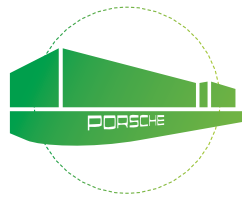
services in innovative ways and create greater value for our customers and partners. We uphold the pursuit of environmental-protection and adhere to responsible consumption and production; achieving "carbon neutrality" while engaging all our staff in environment protection activities. We uphold a "people-oriented" concept through communication plus "experience" to build our employer brand, and develop a recognition culture through the campaign named "Salute to Our Jebsen Heroes". We have also created a modern workplace for our staff to facilitate their personal development and caring for their health. We maintain our engagement to public health by partnering with Orbis to implement the second five-year plan of our Project Morning Star from 2016 to 2020 with an investment of RMB 7.4 million to build China's first "National Model of Comprehensive Rural Eye Care Network" and a minimum support of HKD 400,000 annually for joint brand awareness campaigns in Hong Kong. We also extend our care for the autism children through our "Life is Art" programme. In total, the Group organised 84 volunteer and philanthropic activities, with an attendance of 854 individuals in 2016.

Based on these efforts, Jebsen has closed the year of 2016 with as many as seven public corporate social responsibility accolades including "Excellence in CSR Practices (Bronze)", "CarbonCare® Label", "10 Years Plus Caring Company", "2016 China Enterprise Social Responsibility Project Excellence", and "2016 Responsible Brand Award". These accolades are not only a recognition of our past efforts, but also aspiration for our pursuit of higher standards in the future.

Jebsen is committed to providing consumers with quality products, growing brand value for our partners and helping to lead the communities we operate in to sustainable development; and these are the keys to the success of the Jebsen Group for nearly one hundred and twenty years.

Helmuth Hennig
Group Managing Director
1st July, 2017

Business Partnership



Jebsen Motors delivered **9,593** units of Porsche cars in 2016, and opened a new Porsche Service Centre Hong Kong Hung Hom together with a new Bosch Jebsen Car Service Centre Shanghai

All of the Porsche Centres operated by Jebsen Motors made it into the Top 10 of Porsche China's dealership ranking, and the prestigious "Dealer of the Year 2016" was awarded to the Porsche Centre Shenzhen Longgang/ Futian



Jebsen Industrial successfully offered its second self-owned brand **BelleSalud**



Blue Girl Beer celebrated its **110th** anniversary and for the consecutive **10th** years as Hong Kong's No.1 beer brand by volume and value in 2016



Jebsen Fine Wines celebrated its **25th** anniversary in 2016

Commitment to Our Environment



Actively promote Green Building Products, Green Logistics, and Green Office

Emissions of the Jebsen Group totaled at **9,144.68** tonnes of CO₂-e, with carbon intensity having decreased by **5%** compared to the 2009 baseline level



Jebsen purchased **8,772.85** tonnes of carbon credit and achieve **carbon neutrality** again through offsetting its 2015 carbon emissions

Jebsen for the **8th** consecutive year, pledged to participate in the Earth Hour event



Focus on "clothing, food, housing, outing and entertaining", and promote a new lifestyle "for blue"

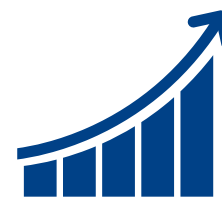


Jebsen's 2016

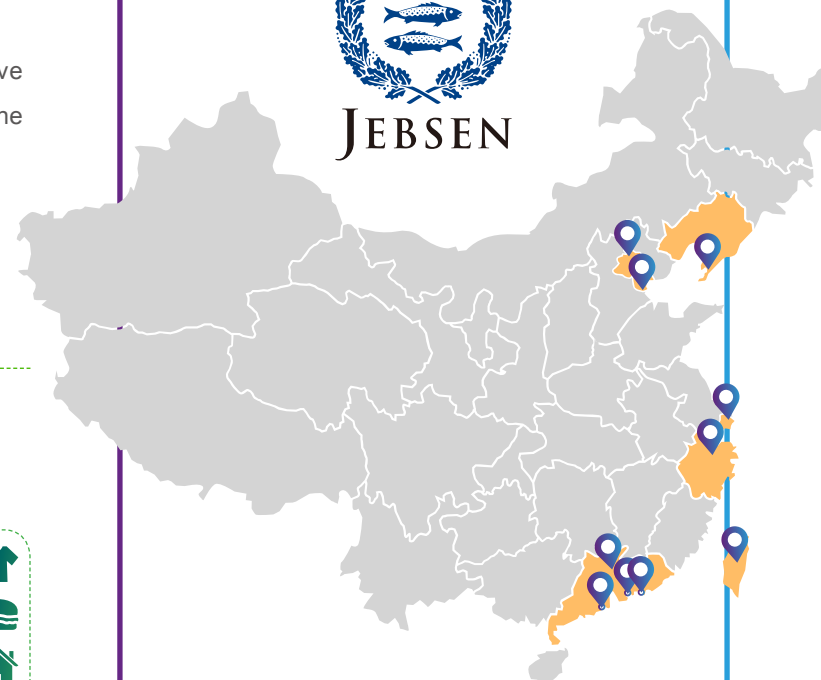
Social Responsibility

Performance

Business Development



Revenue reached HKD **13.3 billion** in 2016, with a **5%** increase in net profit for the operating units



Commitment to Our Staff

Jebsen continued to promote its new Employer Value Proposition, and held the "Salute to Jebsen Heroes" campaign



Total training volume was **1,337** person-times and **9,483** hours, at the expenditure of HKD **1.975** million

Among **2,644** employees in Greater China, female employees comprises of **52.1%** of total employees and **43.9%** of management



A total of **208** employees were promoted in 2016, accounting for **7.9%** of all employees



A total of **37** staff activities and **26** lunch time seminars were organised with **2,700** person-times of participation

Commitment to Our Community

Jebsen's CSR investment totaled at HKD **3 million**



Jebsen organised **84** volunteer and philanthropic activities, with an attendance of **854** individuals



Jebsen will donate RMB **1 million** in total to Nankai University, starting from 2015 till 2019



PROJECT MORNING STAR

Project Morning Star's first five-year phase has benefited over **1.2 million** ophthalmic patients in rural China

Project Morning Star's second five-year phase plans to invest RMB **7.4 million** to build China's first "National Model of Comprehensive Rural Eye Care Network", initiated by the National Institute of Hospital Administration (NIHA), in collaboration with Orbis

In three years, **268** children have been benefited from **176** art courses with the support of **272** Jebsen volunteers to start their pleasant art journey with Jebsen's Life is Art programme





About Us

Jebsen is known for representing quality products, services and solutions across the consumer, industrial, beverage and motors sectors.

- Profile
- Business Units
- Development Philosophy
- Compliance Management
- Information Security



Financial Index
Regional Presence



Business Structure
Business Model



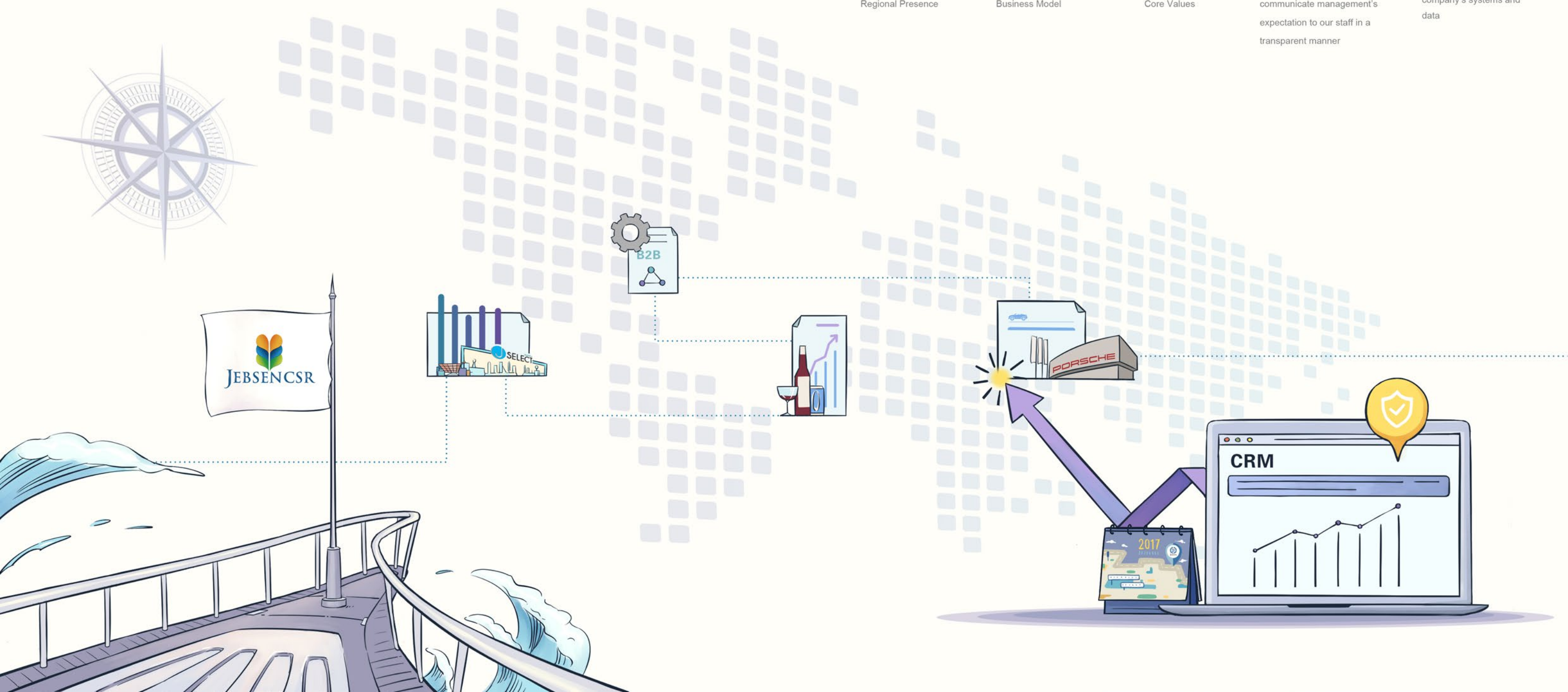
Core Purpose
Core Values



To set a clear baseline and to communicate management's expectation to our staff in a transparent manner



To safeguard the company's systems and data



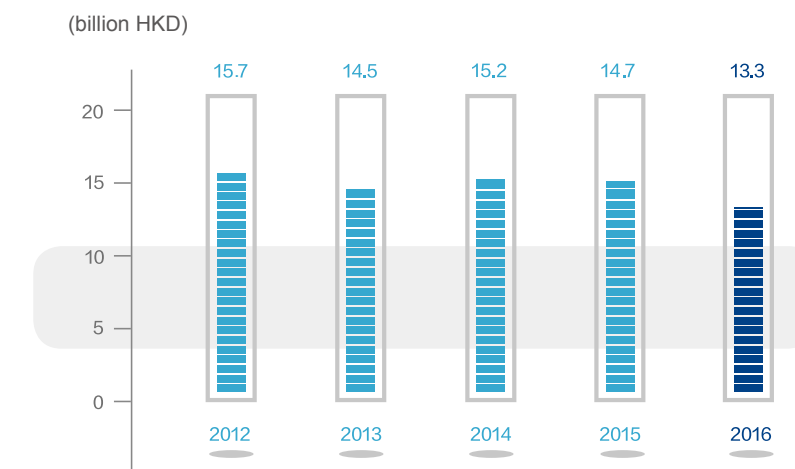
1.1 Profile

From a shipping agency established at the end of 19th century, Jebsen Group has evolved into a marketing and distribution organisation, deeply embedded in the industries and markets it serves. It keeps pace with the rapidly changing business landscape and consumer lifestyles in Greater China, leveraging its long established presence, local knowledge and industry specialisation to offer unique value to companies around the world - enabling targeted and effective market access in Mainland China, Hong Kong, Macau and Taiwan. Outside the region, it enjoys close ties with sister companies in Southeast Asia, Australia, Germany, Denmark, Middle East and the United States.



Financial Index

Jebsen Group reported a turnover of HKD 13.3 billion in 2016, with a 5% increase in net profit for the operating units. According to National Bureau of Statistics of China, the per capita disposable income of urban households was RMB 33,616, up by 7.8% in 2016. This growing prosperity has led to the pursuit of a better lifestyle, which in turn will create a high demand of premium goods and services.



Regional Presence

Hong Kong and Macau Market

Hong Kong is a strong base for the Group to grow throughout the Greater China region. With a comprehensive sales and service network, supported by an efficient logistics and IT infrastructure, Jebsen continues to play a leading role as a distributor of premium products in our home base.

Mainland China Market

From the inception of the company, the Mainland China business has been at the heart of our operations. The Jebsen & Co (China) Ltd was established in Beijing in 2004, and within a few years, former liaison offices were transformed into branches and representative offices in Shanghai, Guangzhou, Tianjin, Dalian, Hangzhou, and Shenzhen.

Taiwan Market

Jebsen in Taiwan delivers high-quality products such as watches, beer, fine wines and spirits.



1.2 Business Units

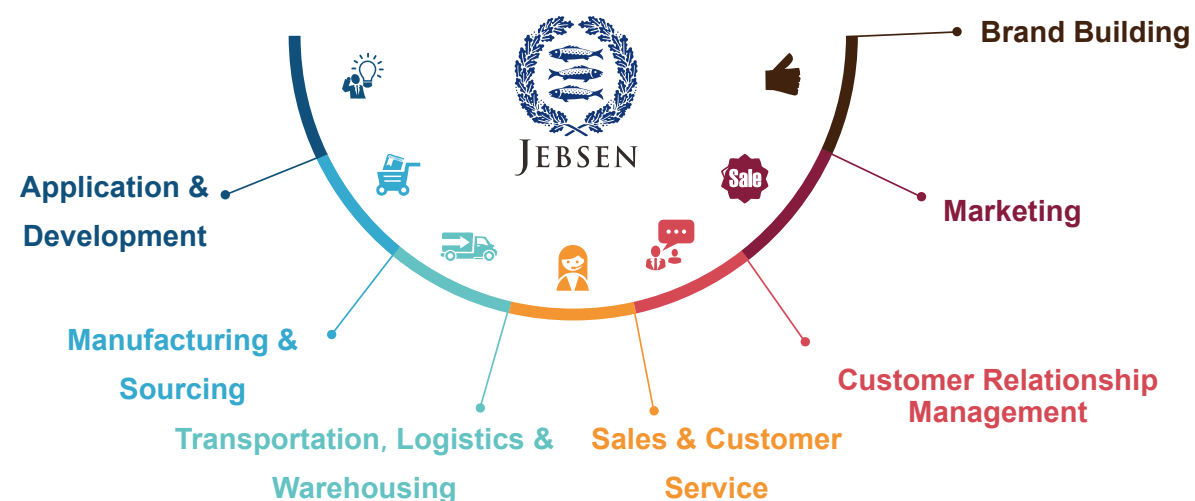
Under the unified master brand of Jebsen, the Group has four strategic business units including Consumer, Beverage, Industrial and Motors, complemented by other businesses including Logistics and Automotive Technik.

Business Structure



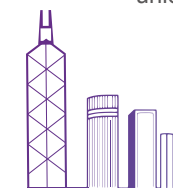
Business Model

Jebsen supports our partners to meet their needs along the value chain through brand building, marketing, import, logistics to sales and distribution to a wide network of wholesalers, retailers and consumers. The Group has continuously invested in product development, manufacturing capabilities, development of new sales channels and online presence as well as optimising customer experience.



1.3 Development Philosophy

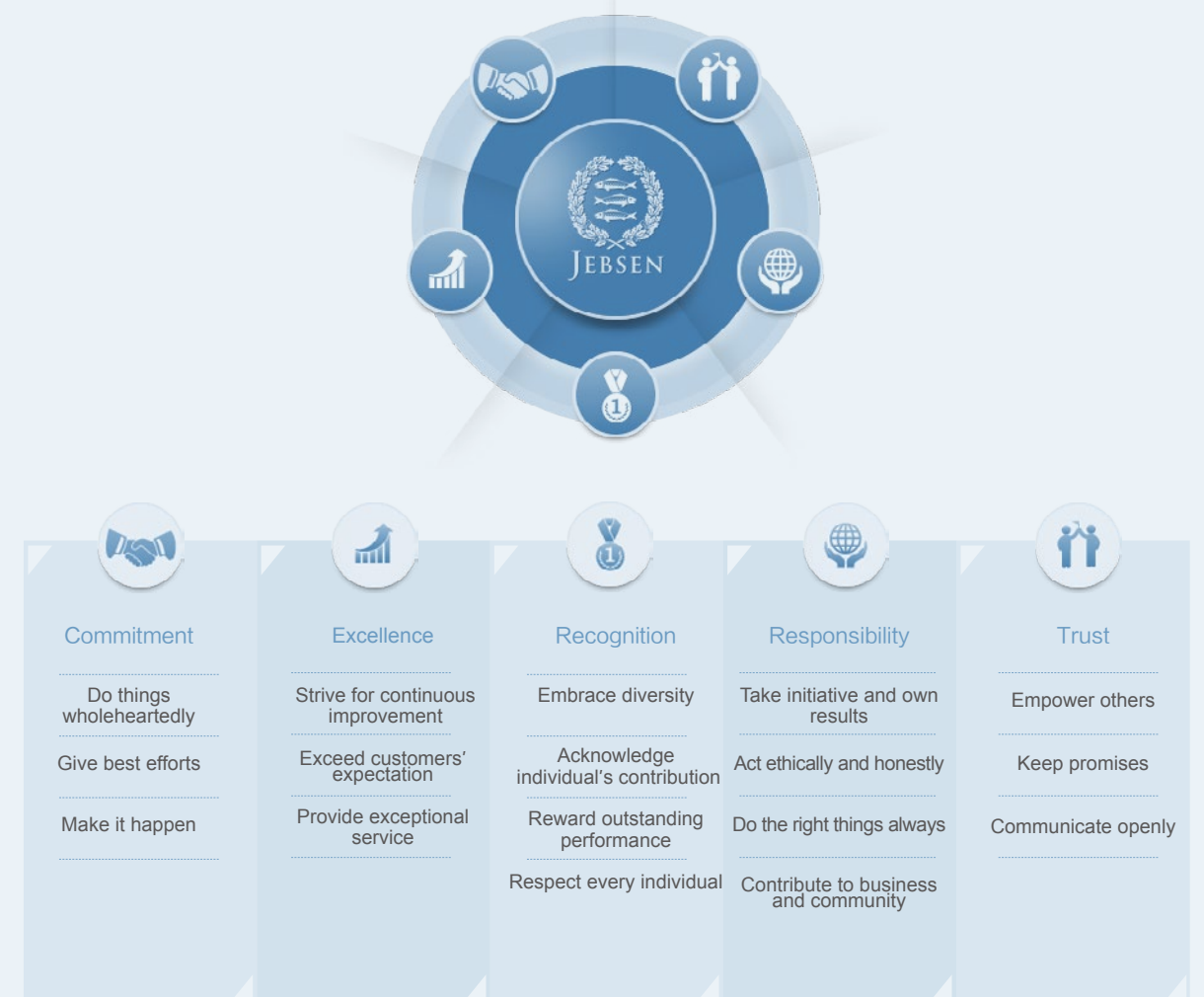
Since its establishment, Jebsen Group has built up its bridging role across regions and cultures, and between suppliers and consumers around its core values of Commitment, Excellence, Recognition, Responsibility and Trust, guided by its core purpose "to enrich people's lives by providing a choice of quality products and services". Respect for foreign cultures grows from strong roots of one's own. Jebsen's culture today, as throughout the past century, stands for a commitment to Asia and its prosperity, the acceptance of the uniqueness of each market and rewarding success.



Core Purpose:

"To enrich people's lives by providing a choice of quality products and services"

Core Values

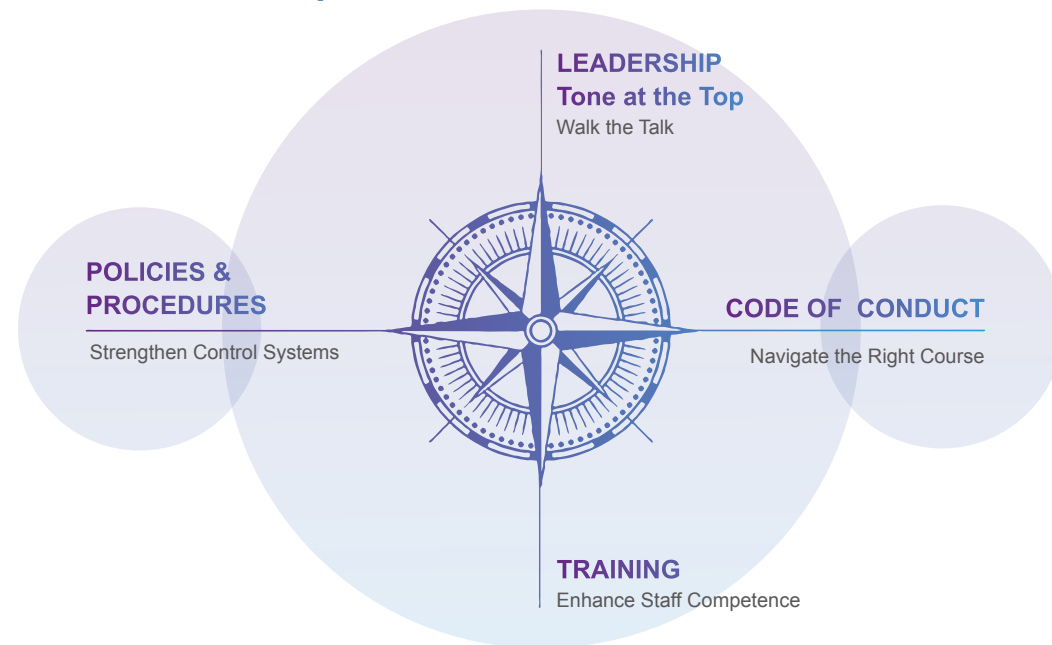


1.4 Compliance Management

Jebsen Group strictly complies with laws and regulations in the countries and regions where it operates. In response to the increasing business complexity and shifting regulatory requirements, Jebsen Group has launched the Ethics and Compliance Programme (ECP) since 2015 to set a clear baseline and to communicate management's expectation to our staff in a transparent manner.

Tone at the Top, Code of Conduct, Policies and Procedures and Compliance Training forms the Jebsen Ethics Compass which guides our staff to the right course of actions when acting on behalf of Jebsen.

Jebsen Ethics Compass



Tone at the Top

To promote ethics and compliance culture within Jebsen, a 2017 calendar with the theme of business ethics were distributed to every Jebsen staff member. The calendar illustrates different ethics and compliance topics to promote staff awareness on Jebsen's commitment to the highest standards of ethics and integrity.



Code of Ethics and Business Conduct

The "Code of Ethics and Business Conduct" is an invaluable resource for staff when facing ethical dilemmas or hesitating to report an observed malpractice. In 2016, Jebsen has revamped the "Code of Ethics and Business Conduct" by re-structuring the Code around stakeholder groups and core values of Jebsen. More infographics and comprehensive aids were added to facilitate our staff understanding the Code. To further enhance communications with our staff, briefing sessions were held at different offices to solicit staff feedback on the revised areas of the Code.

"Having strong work ethics is the foundation for a successful career, our performance and achievements can only be recognised when we act honestly and conduct business with integrity."

-- Ms Bianca Wong, Group Human Resources & Corporate Communications Director

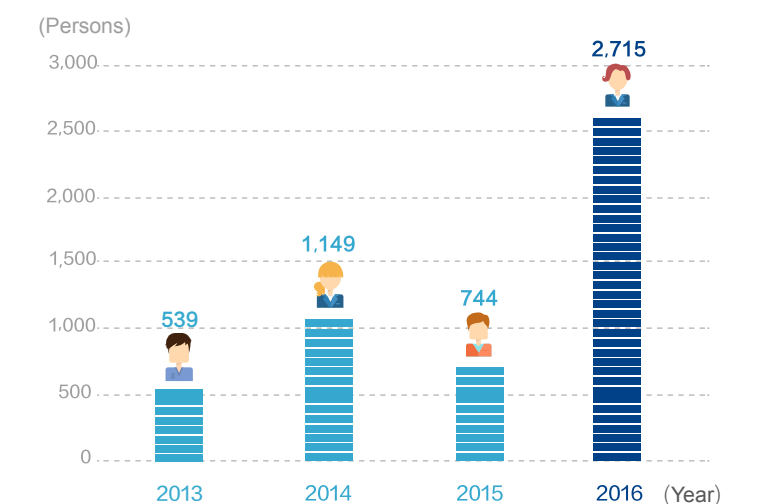
The new code were structured around our Core Values, our colleagues, our workplace and our business operation. We also take full account of the laws and regulations of the locations where the Group operates. This principle-based document establishes the expected professional behaviour of the Group as a whole, as well as each individual staff member. Doing business in a fair, aboveboard and ethical manner is not only mission critical to safeguard the credibility and reputation for the Group, but also important to individual staff members.

Policies & Procedures

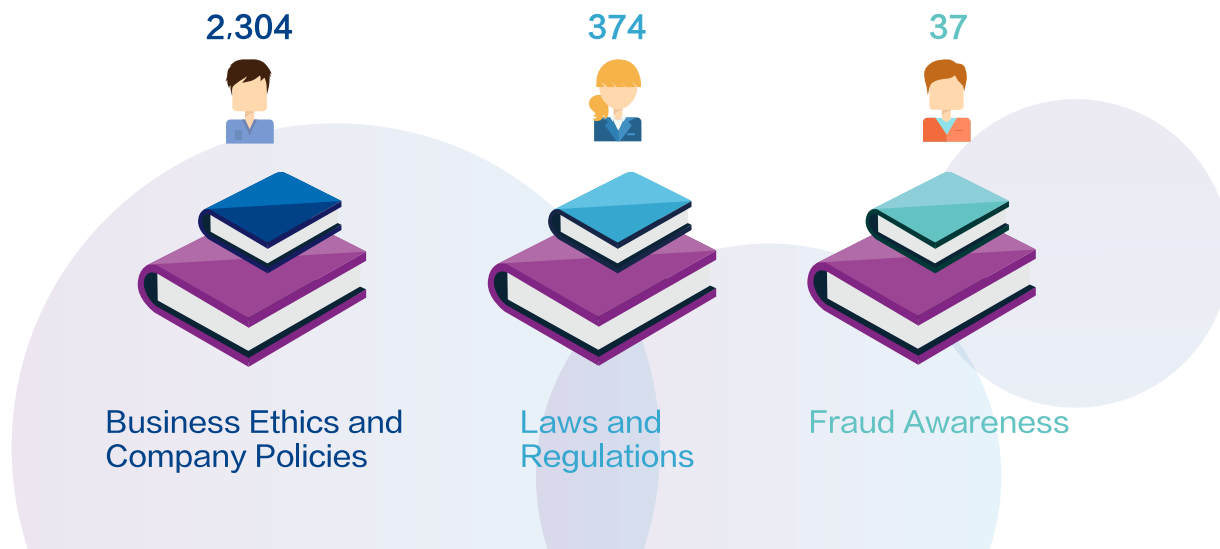
Policies and Procedures (P&P) are constantly being reviewed and updated at Jebsen. Following the introduction of the P&P Development Guidelines in 2015, a P&P Steering Committee is set up in 2016 to oversee the P&P development progress at Group and Business Unit levels; ensure proper coverage of P&P; as well as review and approve P&P that are far-reaching to Jebsen.

Ethics & Compliance Training

Compliance trainings focusing on business ethics & company policies, laws and regulations as well as fraud awareness were continuously provided to selected staff members so as to keep them abreast with company requirements and the shifting laws and regulations.



Number of Staff Attended Ethics & Compliance Trainings in 2013-2016



Number of Staff Attended Ethics & Compliance Trainings in 2016

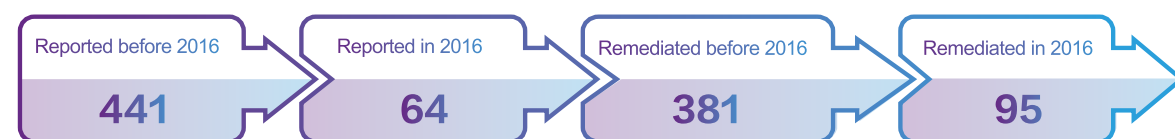
Risk Management

Risk management is an integral part of Jebsen's business process. On a semi-annual basis, risks faced by our business are evaluated and benchmarked against industry top and emerging risks both from business unit and Group perspectives covering existing, emerging, internal and external risks. These risks are evaluated against a pre-defined evaluation matrix to assess their impact and likelihood. Counter measures are identified and implemented to reduce risks to acceptable levels within our risk appetite. Results from risk management exercise are incorporated in Jebsen's business plan and strategy.

Internal Audit

Group Internal Audit (GIA) provides independent and reasonable assurance on the adequacy and effectiveness of our internal controls system. Head of GIA reports to the Group Managing Director administratively and the Board of Directors functionally to ensure independence.

In 2016, GIA conducted 7 operational audits and follow up reviews with results as follows:



Investigation & Reporting

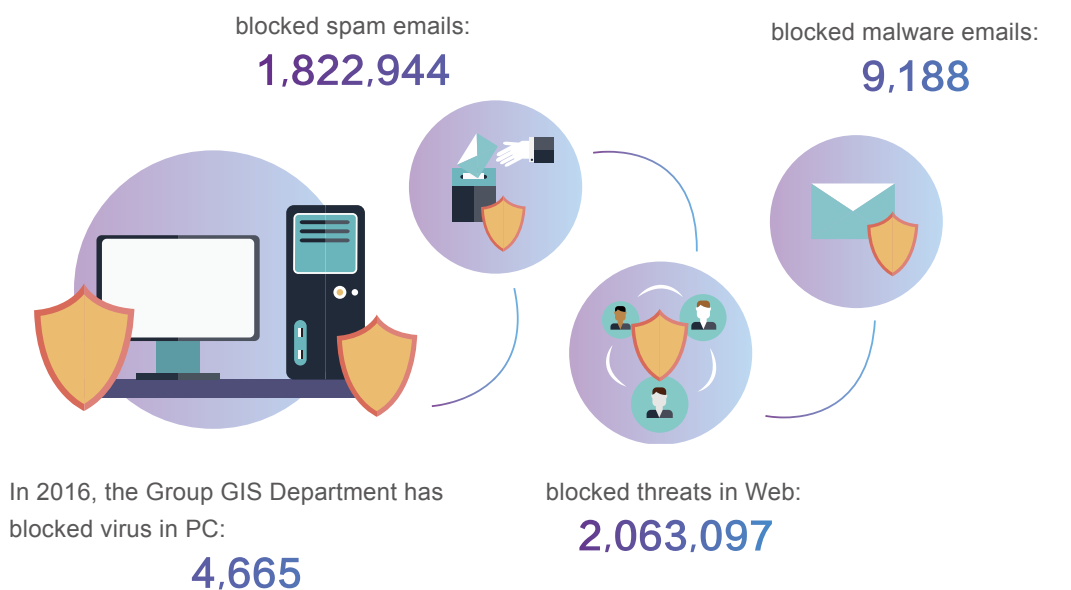
Jebsen staff and business partners can report any malpractice observed, or raised their concerns to management and Head of GIA through the designated whistleblowing channel (reportmalpractice@jebsen.com). Identity of the whistle blower is kept confidential. Each case reported will be thoroughly investigated by GIA under a well-established process to prevent retaliation.

The speaking up and investigation process in Jebsen are summarised as follows:



1.5 Information Security

Jebsen's Customer Relationship Management (CRM) system developed by each business unit provides comprehensive customer management and service, while ensuring its clients' information and privacy are protected, to maximise its values to the company and customers. Processes are put in place to safeguard the company's systems and data as well:





- Social Responsibility Strategy & Management
- Stakeholder Communication
- Awards and Recognitions

Pursue Social Value with Responsibility Inheritance

In the view of Mr Hans Michael Jebsen, current chairman of Jebsen and fourth generation of the family, being an entrepreneur is not just about business, it's also about foresight and generosity, as well as a sense of responsibility to the society. Mr Jebsen's concept of corporate responsibility is rooted in a family creed: "My great grandfather taught us that it is more meaningful to inherit family business than to inherit wealth. " We understood that sustainable development is not purely a social welfare concept, but a fundamental requirement of long lasting family business, and we have been seeking the optimal progress of both social value and commercial value in Jebsen's 121-year of development.



Jebsen places its CSR focuses on three key pillars of environmental conservation, staff well-being and philanthropy



Proactively understanding and addressing stakeholders' diverse needs



Receive awards and recognitions



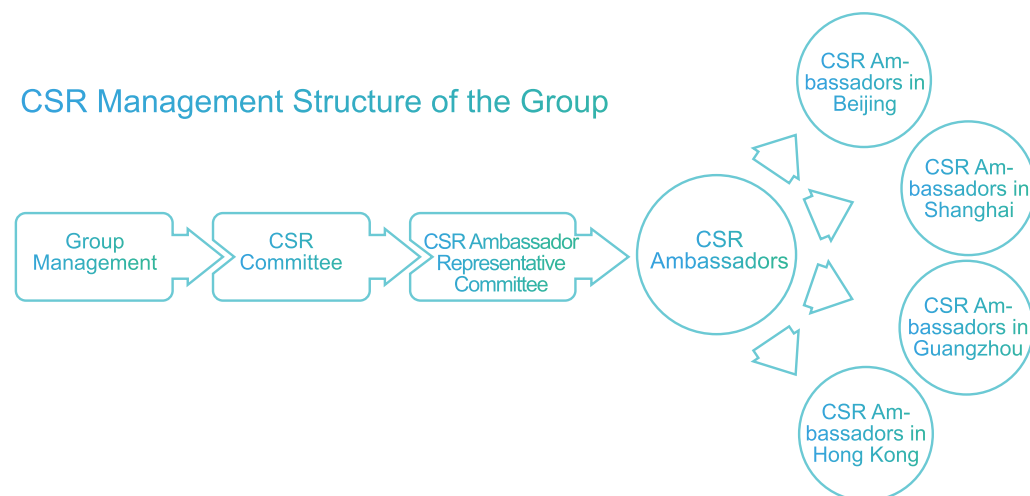
2.1 Social Responsibility Strategy & Management

Responsible corporate citizenship is a core of the Group, and a key factor in achieving business sustainability. With well-established social responsibility management system and programme framework, Jebsen Group places its CSR focuses on three key pillars of environmental conservation, staff well-being and philanthropy. We evaluate the internal and external impact of our operations in those areas, and work closely with our stakeholders to give back to our society.



Jebsen has set up a comprehensive CSR management framework, in which the Group's CSR Committee is responsible for coordinating and implementing CSR programmes, supervising CSR management, and reporting directly to Group management. As a critical part of the system, CSR Ambassadors are selected from all levels of employees and are actively engaged in the planning and organising of related activities, serving as a communication channel between the Group and employees on CSR matters and role models for other employees in contributing to the community.

CSR Management Structure of the Group



With this top-down overall planing together with each BU and regional offices' active participation, this CSR Management Structure inspires staff's originality and fulfills public needs, serves the local community with series of voluntary services.



Share DIY Mooncake with special children



"MORE FUN" photography



Charity Bike Racing



Care for the elderly Christmas Party



Support science popularisation campaign

Walk for Millions

The annual Community Chest Walk for Millions was held on 10 January 2016, kicking off a series of CSR activities in 2016. To support the Community Chest and our community, Group Director Mr Denis Li led more than 140 Jebsen staff and family members to set off at Hong Kong Stadium for a ten kilometres charity walk. We raised more than HKD 60,000 to support 24 social welfare member agencies in providing "Family and Child Welfare Services".



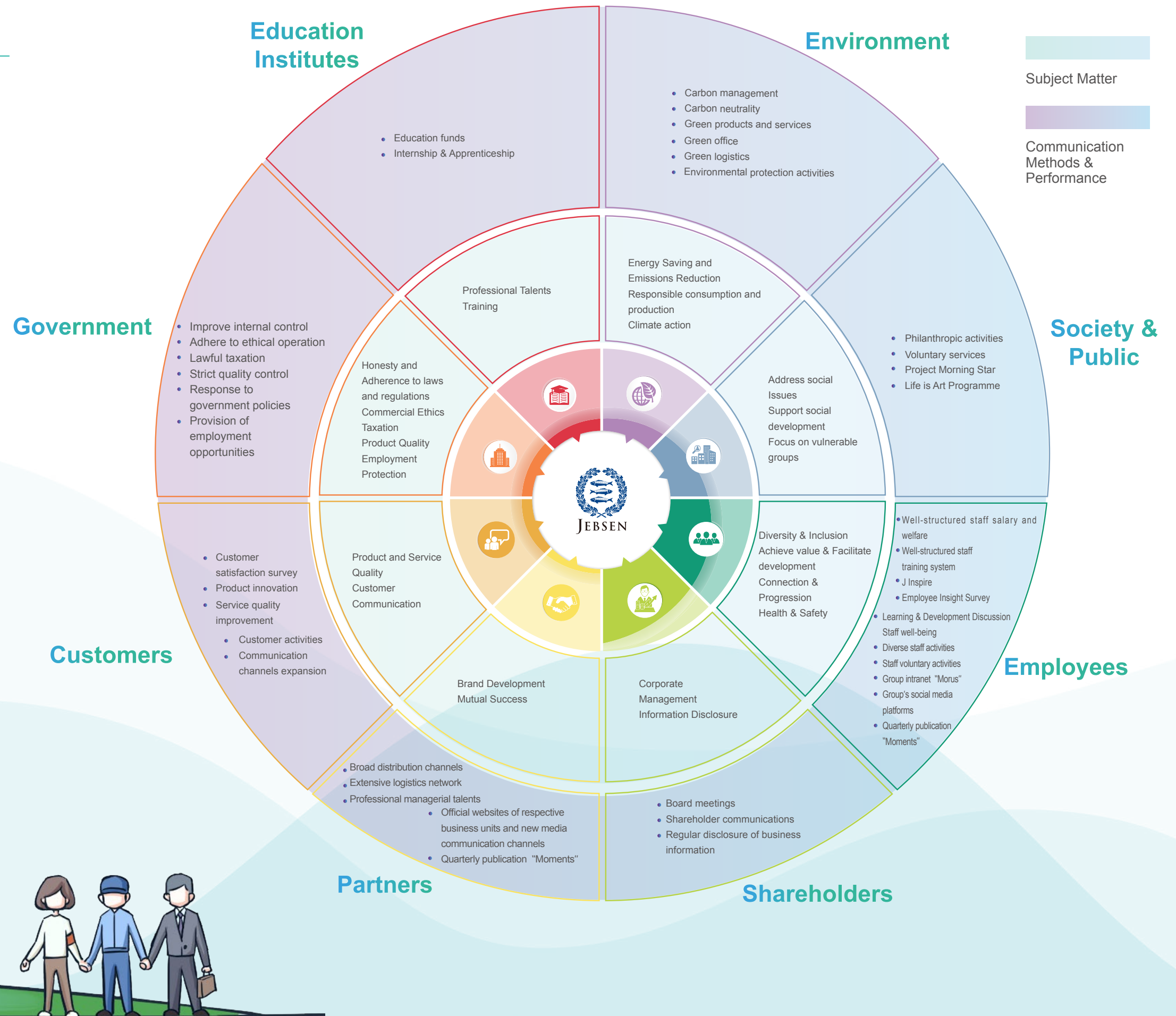
Food Bank

In the "Food Bank-Lunar New Year Gift Transfer Program" held in March 2016, lots of colleagues generously shared their gifts and foods with underprivileged families and elderly. This year we collected totally 157 pieces of dry food, HKD 5,250 cash and HKD 200 cash coupon for donation. All collected items were distributed to the people in need through St James' Settlement.



2.2 Stakeholder Communication

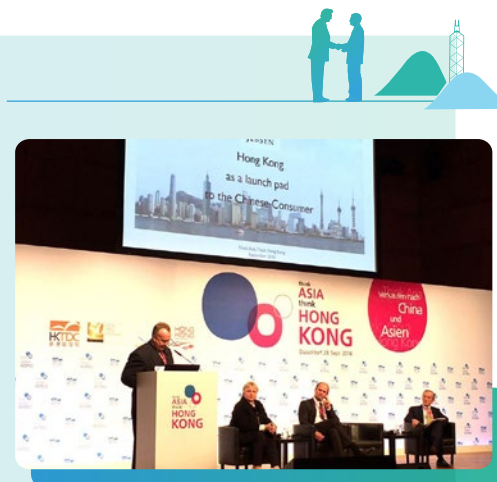
Having come a long way to become a specialised marketing and distribution company, Jebsen relates itself with extensive stakeholders ranging from governments and customers, to partners, shareholders, employees, non-profit organisations, environment, and educational institutes. Attaching great importance to the communication with all relevant sectors, we have always committed ourselves to seriously taking the impact of our operations on the stakeholders into consideration, and proactively understanding and addressing their diverse needs so as to achieve positive interaction and mutual success. We also looking forward to our partner's valuable opinions and suggestions on the development of Jebsen.





"Think Asia, Think Hong Kong"

With the development and deployment of "One Belt, One Road" economic strategy, and the establishment of "21st Century Maritime Silk Road", China aims to open a new era for global trade. From 27 to 29 September 2016, the Hong Kong Trade Development Council held "Think Asia, Think Hong Kong", the largest Hong Kong trade promotion ever staged in Germany, to showcase the city's business services advantages for German companies seeking opportunities in Asia, particularly in mainland China. Group Chairman Mr Jebsen was invited to attend the Hamburg and Duesseldorf seminars and delivered a keynote speech. Mr Jebsen shared his insights about potential market opportunities in China and Asia arising from the changes in demographics, consumer behaviours and government policies such as the 13th Five-Year Plan of Chinese government in recent years. He also introduced the successful stories of Jebsen's partnership with Porsche and Dyson, to illustrate how the Group leveraged the advantages of Hong Kong service platform to effectively help our partners build brands and expand business networks in Greater China.



"You have to practice what you preach"

Jebsen was honoured to be the platinum sponsor of the 15th Asia-Pacific Conference of German Business held from 3 to 5 November 2016. Mr

Jebsen attended the event and participated in the panel discussion on the subject of "CSR: Value-Driven Business Strategies". He introduced the Group's CSR vision and core purpose, taking Project Morning Star, the ongoing blindness prevention and sight saving programme jointly developed by the Group and Orbis as example, demonstrated the Group's commitment to being a responsible corporate citizen. "You have to practice what you preach", he shared.

2.3 Awards and Recognitions

Jebsen Group's ongoing efforts in philanthropy, environmental conservation and staff well-being has impressed various industry bodies, leading to a host of CSR awards received in the year 2016. These include:



- 2016 CarbonCare® Label Award for the fourth consecutive year
- Award by Carbon Care Asia, an International environmental protection organisation
- 2016 Bronze Award for CSR Strategy at the HR Innovation
- Award by Human Resource Magazine

- 2015/2016 10 Years Plus Caring Company by the Hong Kong
- Award by Council of Social Service



- 2016 Hong Kong Community Volunteers Highest Participation
- Award by the Agency of Volunteer Service, Hong Kong



- 2016 Exemplary Corporate Social Responsibility
- Award by China Association of Enterprises with Foreign Investments and China WTO Tribune
- 2016 China Enterprise Social Responsibility Project Excellence
- Award by the China Philanthropy Times
- 2016 Responsible Brand Award
- Award at the 6th China Charity Festival





- Jebsen Motors
- Jebsen Industrial
- Jebsen Beverage
- Jebsen Consumer

Advocate Quality Life with Business Partnership

According to the National Bureau of Statistics of China, the average per capita disposable income of urban households has reached CNY 33,616, an increase of 7.8% in 2016. With a burgeoning middle class of over 100 million people now and hopefully 600 million by 2022, China has replaced US as the world's largest economy in terms of its middle class population. Beneath the figures are significant shifts in consumption dynamics for discretionary and quality goods and services by the growing middle class shoppers, who underscore and are willing to pay a premium for better safety, health, environment friendliness of the products.

With usual attentiveness to the evolving demand, Jebsen promotes sustainable consumption in China by providing customers a choice of quality products and services. With one or two key brands that enjoy popularity in their fields as basis, Jebsen's four strategic business units--Jebsen Consumer, Jebsen Industrial, Jebsen Beverage and Jebsen Motors--all continue to optimise their portfolios, enhance services to customers, and add value to their partners through new or innovative approaches.

"We identify the best way to match with each principal's needs and strengths through analysing the market context. A successful and matching solution creates a win-win situation for our principals, for Jebsen and for customers."

--Mr Helmuth Hennig, Group Managing Director



All of the Porsche Centres operated by Jebsen Motors made it into the Top 10 of Porsche China's dealership ranking, and the prestigious "Dealer of the Year 2016" was awarded to the Porsche Centre Shenzhen Longgang/ Futian



Jebsen Industrial offered its second self-owned brand BelleSalud



Jebsen Fine Wines celebrated its 25th anniversary; Blue Girl Beer celebrated its 110th anniversary and the 10th year as Hong Kong's No.1 beer brand by volume and value



Jebsen Consumer has doubled Dyson's business in Greater China with its 200 stores in over 50 cities



Advocate Quality Life



3.1 Jebsen Motors



Jebsen Motors delivered **9,593** units of Porsche cars in 2016, up by **3%** than the previous year.

As one of the largest Porsche dealer groups in the world, Jebsen Motors delivered 9,593 units of Porsche cars in 2016, up by 3% than the previous year. Jebsen Motors' profound market insight has encompassed significant allocation of resources in infrastructure and talent development to ensure provision of the best possible after-sales service in the market.

In terms of service infrastructure, in 2016 Jebsen has opened a new Porsche Service Centre Hong Kong Hung Hom and a new Bosch Jebsen Car Service Centre Shanghai; and has completed renovation of the Porsche Centre Hangzhou Westlake. In addition, Jebsen is opening a digital Porsche showroom, first of its kind in Asia, in Guangzhou in the second quarter of 2017.

In 2016, Jebsen Motors has invested over HKD 8 million in staff training to improve professional know-how and build up service capacity. To date, the unit has trained and hired 30 Gold and Silver Certified Porsche Technicians, or 21% of all engaged by Porsche dealers in China.



Porsche Service Centre Hong Kong Moved to Hung Hom

Porsche Service Centre Hong Kong celebrated its relocation from Kowloon Bay to a new state-of-the-art venue in Hung Hom in October 2016, a promising facility providing enhanced customer service and car repairing service. The Centre offers 76 parking spaces, and the two Porsche Direct Dialogue Bays provide customers with immediate and personal evaluations of their cars from a Porsche Service Advisor upon arrival. In addition, the centre features an expanded spare parts department which contains more original Porsche parts and accessories than ever before, and a luxurious reception area for visiting customers.

"With this splendid new facility in Hung Hom, I believe we are better equipped than ever to meet the service needs of our customers, I invite all our Porsche owners to come and experience the new facilities and services for themselves."

-- Mr Grant Smith

General Manager of Porsche Centre Hong Kong & Macau



Porsche Service Centre Hong Kong Moved to Hung Hom

✎ Six Decades of Success, Six Decades of Partnership

Jebsen and Porsche's successful partnership are attributed not only by Jebsen's care and attention to the customers, but its responsibilities to environment and the community. In a journey of 60 years with Porsche, Jebsen has achieved remarkable growths in both sales and after-sales service. Jebsen Motors clinched top spot in the list of Porsche China dealers for the second consecutive year—with the prestigious "Dealer of the Year 2016" being awarded to the Porsche Centre Shenzhen Longgang/ Futian. It is equally impressive that all of the Porsche Centres operated by Jebsen Motors made it into the Top 10 of Porsche China's dealership ranking—an achievement that only Jebsen Motors can claim.



"I think Jebsen's partnership with Porsche has benefited both sides, which in return has secured the partnership throughout time. Jebsen Motors has been playing various roles among Porsche, Jebsen internal and consumers, in a bid to facilitate better communications and interactions among all parties concerned."

— Mr Joachim Eberlein

Managing Director of Jebsen Motors

✎ Superior Customer Experience

Centered by the principle of "customer first, service first" in its client management, Jebsen Motors provide training to staff in order to shape their mind to prioritize customer satisfaction in all situations.

Enforcing customer loyalty to the brand through various customer care activities is a key area of work. In 2016, Jebsen Motors facilitated excellent interaction with its customers in a series of popular events including the car-owners classes, after-sales day, photography contest among Porsche owners, and make-up classroom for female customers, etc. Customer satisfaction and brand affiliation are much enhanced between the interaction of Jebsen, Porsche and our car owners.

Customer satisfaction is both a qualitative and quantitative for client relationship management, and has an implication on service implementation. To improve their overall satisfaction to Jebsen-Porsche, in 2016 Jebsen Motors collected feedback from consumers from daily visits and event follow-ups to better understand their needs and concerns, and improve the service accordingly.

"The Group's CSR concept is applied in our business development as well as our corporate citizenship, and the sponsorship of this marathon is a good practice to reward the local community and Jebsen staff."

— Mr Joachim Eberlein
Managing Director of Jebsen Motors



✎ Care our Environment, Commitment to the Community

In addition to infrastructure and customer satisfaction, Jebsen Motors also recognised its duty in protecting the environmental and returning to the community. In its belief, corporate social responsibility and sustainable development go side by side. In all newly Porsche centres, for instance, Jebsen Motors replaced conventional oil with water-based paint that is costly but more eco-friendly, and try to make all activities carbon-neutral.

Jebsen Motors' Porsche Center Shenzhen Longgang became the first official partner and exclusive sports car sponsor for 2016 Shenzhen Longgang Half Marathon. On 29 October, 2016, the Centre provided a fleet of Porsche cars for onsite display during the event, and invited over 100 Porsche car owners, Jebsen staff as well as their family and friends to form the Team Jebsen.



Porsche
owner
activities



3.2 Jebsen Industrial

Jebsen Industrial has successfully enhanced its influence on the value chain within the industry and further focused on "Green", "Clean" and "Wellbeing" to offer premium technologies and innovative solutions.

In 2016, Jebsen Industrial co-developed its zoom lens together with Thales Angenieux, a technology that is believed to be ahead of the market in the field of similar specifications. In the meantime, Jebsen launched its first Spindle Repair Centre in Dalian, providing professional services to the growing automobile, public-transportation and aviation industry throughout China. In the area of customised building products solutions, Jebsen Industrial has demonstrated its outstanding execution and strategic service capabilities in governmental and commercial projects, including iconic skyscraper Ping An Financial Centre in Shenzhen and the Hong Kong Children's Hospital.

Automation: High Tech Drives Industrial Upgrading



Jebsen Industrial's Automation & Services has embarked on a transformation journey in 2016. Building on its experience of serving China's conventional machinery and engineering sectors over decades, Jebsen Industrial is strategically focusing and growing its businesses through new and emerging technologies and solutions in the Smart, Intelligent and Green solutions, to keep its pace with the swiftly changing market riding on the Industry 4.0 trend. Those efforts have begun to pay off-with the establishment of its Spindle Repair Centre in Dalian, Jebsen Industrial is able to offer one stop spindle maintenance for the local automobile, public-transportation and aviation industry, and prove its service competency in industrial and manufacturing.

BelleSalud: Promoting Natural Health

In 2016, inspired by the surging demand for health products and backed by over 50 years of industry experience and market familiarity, Jebsen Industrial's Specialty Ingredients & Solutions successfully offered its second self-owned brand BelleSalud to strengthen its presence in the Chinese nutritional and dietary supplements industry. The brand, which means "pretty, happy, and healthy", offers a premium range of scientifically proven and natural dietary/beauty supplement tailored for the modern consumers.



High Cost-effectiveness Solutions Make Inspiration Fly

On 7 September, 2016, Jebsen Industrial in joint efforts with leading lens-maker Thales Angenieux and Band Pro Film & Digital Inc. officially released its new zoom-lens, Angenieux Type EZ series at IBC 2016. This unprecedented cooperation synergised cinematic and broadcasting expertise and market insights of the three to meet the market demand for high quality lens both cost-effective and flexible.



"We are proud to have won the trust of Angenieux over the decades and to be its most preferred partner in China's film and broadcasting industry. With a goal of creating value for both Angenieux and Jebsen, this new partnership strengthens our strategy as a one-stop partner providing multiple and tailor-made solutions for the industry in Greater China."

-- Mr Maximilian v. Stillfried
Managing Director of Jebsen Industrial

Create Interaction and Info-sharing Platforms for Staff

Following "JI Exchange Square", communication platform introduced to Hong Kong in November 2016, it was also launched in Jebsen Industrial's Beijing, Shanghai and Guangzhou office.

"JI Exchange Square" serves as an information wall board for employees to interact and share social and leisure news among themselves, thereby enhancing communication between employees and making the office lifestyle more vibrant and exciting. The wall board has 7 major parts: Knowledge Corner, Family News, Good Deals, Major Events, "Did You Know?", "I Want to Praise" and Marketplace which cover group updates, learning and development, family life and staff's concerns. This is a platform to collect and share people and department updates with all staff.



3.3 Jebsen Beverage

In 2016, Jebsen Beverage celebrated the **110th** anniversary of Blue Girl Beer, its own brand, and launched for the first time Blue Girl draught beer. At the same time, Blue Girl Beer remained **No.1** beer brand in Hong Kong by volume and value and **No.3** imported premium beer brand in Taiwan, while growing by **46%** in Mainland China.

With 25 years of success in the fine wine market in China, Jebsen Fine Wines continued to enrich its product portfolio and has successfully rolled out several novel self-owned brands, which included the Jebsen Wine Estates in 2015 and the new sake brand KIKUSAKI in 2016. In Mainland China, Jebsen Wine Estates achieved 15% sales growth in 2016. Aside from the outstanding performance of beer and wine, Fiji Water has also achieved a remarkable growth of 39% year on year. As a leading beverages importer and dealer, Jebsen Beverage is navigating the changing market and constantly evolving with consumer tastes.



"With great taste and premium quality setting the foundation, and these innovative initiatives to keep consumers excited, we are confident that Blue Girl Beer will continue to chart its course towards a fulfilling and successful coming year."

-- Mr Michael Glover

Managing Director of Jebsen Beverage

360 Degrees of Interaction with Blue Girl Beer

Blue Girl Beer has successfully expanded its consumers group by offering, at each link point with them, an enjoyable and quality lifestyle associated with the brand through its diverse marketing advantage as well as online and offline sales channels. Blue Girl Beer updates its Hong Kong, Mainland China and Taiwan websites periodically, as well as social media such as Facebook (BlueGirl.HK and BlueGirlBeer.TW) and we-chat (bluegirlbeerch) to stay in close contact with current and potential customers and to understand their changing needs.

110 Years Old Blue Girl Beer: Forever Young

To commemorate Blue Girl Beer's 110th anniversary and the 10th year as Hong Kong's No.1 beer brand by volume and value in 2016, Jebsen launched the first-ever Blue Girl draught beer in August 2016, and introduced a petite and stylish new 250ml bottle packaging in Mainland China in September.

Jebsen Fine Wines' 25 Year Story of Quality

Jebsen Fine Wines celebrated its 25th anniversary in 2016. Its market leadership in Greater China comes from its agility in responding to market changes and consumer trends, ever diversifying its portfolio of premium wines, spirits, sake and water. The success also comes from its partnership with wine brands, and the growing of its reach with the establishment of the own brand--Jebsen Wine Estates--in collaboration with prestigious wine makers around the world. The 2016 Hong Kong Wine & Dine Festival during 27-30 October was a perfect occasion for Jebsen Fine Wines to showcase world-class drinks, food and entertainment to Victoria Harbour in its "Jebsen Village"--a collection of 9 booths with some of the world's best wine and sake, including Chateau d'Esclans Rose from France, and Senkin Japanese sake, and much more.



Community Development

As photographing nice food and share on mobile devices has become a trend, Blue Girl Beer initiated an activity named "mobile food first". In the event, Blue Girl Beer consumers were invited to visit partnered restaurants, and took and uploaded their photos of food with Blue Girl Beer to Facebook or Instagram which may win them an award. By doing that, consumers were encouraged to record the pleasant moments with the company of Blue Girl Beer, and discovered more food options to go with the beer.

Jebsen Beverage was also a main sponsor to Pak Tai Festival memorial event in Cheung Chao, Hong Kong, by funding local opera entertainment to the elderly in the communities.



"Mobile food first" activity

3.4 Jebsen Consumer



Meeting the Demand for Premium Service

Jebsen Consumer interacts with and understands its customers through client service management at all retail stores in Greater China, aiming to achieve better client satisfaction and loyalty to the Group and brand-names it represents. In 2016, Jebsen Consumer conducted a series of client service activities, i.e. the popular birthday month services. Jebsen's customers receive happy-birthday message, and are invited to collect gifts and product discount coupons from Jebsen stores. The process offers not only personalised greetings and tangible gifts, but experience of new products.

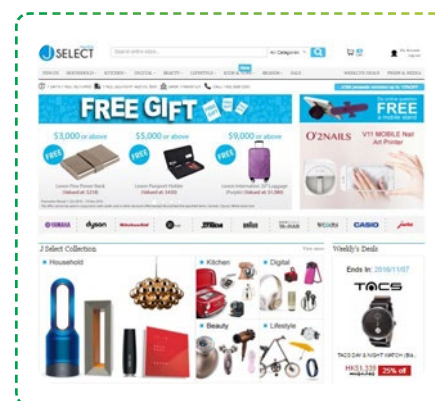
Jebsen Consumer has 400 hotlines and we-chat platform for customers to raise inquiries and give feedback. Professional staff are deployed to answer the calls during work hours, and will respond to consumers within 3 days. Jebsen Consumer plans to invest more efforts in consumer activities in 2017, and enhance consumer experience in a series of activities and communications. Apart from offline initiatives, consumers will be able to access more interactive online activities and communicate more with the brands.



A Better Way to Shop

As an omni-channel retail brand and lifestyle partner, J Select aims to provide consumers with more convenient shopping experience both online and offline. To improve the way it serves consumers, J Select online store has undergone a facelift in 2016. The remodelled online store now has a brand new interface which is easier to navigate.

Jebsen Consumer unveiled three Dyson concept stores in Hangzhou, Guangzhou and Beijing in 2016. These unique retail outlets bring the brand closer to Chinese shoppers in which costumers are immersed in the world of Dyson through open product displays and the meticulously designed experience zones.



Our Attentions to Environmental Pollution and Children's Health

In 2016, Jebsen Consumer introduced Dyson Pure Cool Link, the smart purifier fans, supported by a series of publicity initiatives including articles on we-chat platform titled i.e. "Dyson HP02 tells you 18 tips to stay away from smog", calling for public attention to pollution and impact on children's health.

Jebsen Consumer actively supported "Darkness to Go" campaign launched by Orbis and retailers on World Sight Day. During 1 September to 13 October, 2016, Jebsen Consumer selected black items for charity sale on J Select, and donated 10% sales proceeds to Orbis to support its sight-saving initiatives. Finally, there were in total 33 items sold via online and offline distribution channels, making a HKD 16,224 donation.





- Responsible Consumption and Production
- Climate Actions

Protect Green Earth with Environmental Conservation

As a responsible company to environment, Jepsen works closely with its employees and partners to promote green products, implement environmental projects and ensure compliance to environmental legislation and regulations. Jepsen aligns its environmental endeavors with the United Nations’ Sustainable Development Goals (SDG), and adheres to responsible consumption and production, proactively organise diverse climate activities to work for a better environment with the concerted efforts of all staff.

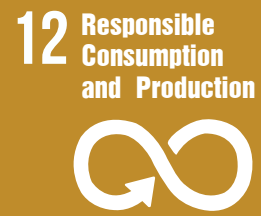


Green Building Products
Green Logistics
Green Office



Carbon Management
Lifestyle “for blue”
Support Environmental NGOs





4.1 Responsible Consumption and Production



Sustainable Development Goals 12: Ensure sustainable consumption and production patterns

Promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. Sustainable consumption and production aims at "doing more and better with less", increasing net welfare gains from economic activities by reducing resource use, degradation and pollution along the whole lifecycle, while increasing quality of life.

Sustainability has been Jebsen's pursuit in consumption and production. As a dealer, Jebsen is proactive in marketing green products, and research and development of green products in collaboration with energy-saving and green product manufacturers. On the other hand, it practices environment protection by itself in, but not limited to, logistics and offices by adopting environmental friendly equipment and measures which have led to energy saving, emissions reduction, and increased awareness among Jebsen staff.

Green Building Products

Jebsen is dedicated to sourcing green building products to its building solutions, offering customers with environmental friendly building products as well as services ranging from green credit to water/energy saving, recycle and reuse, and natural resources protection.



Photovoltaic glass for buildings



Jebsen introduced the photovoltaic glass of Onyx Solar into Greater China market in 2016. Compared with ordinary glass, the photovoltaic properties allow the glass to generate electricity even in those buildings where the orientation and inclination is not at its optimum. Onyx Solar has developed a wide range of colored photovoltaic glass specifically designed for installation in buildings. The PV glass can be easily combined with any other construction materials and can be fitted to facades, skylights, brise soleils, anti-slip walkable floor, and many more. The solution is fully customisable, where any size, shape, color or semitransparency can be provided. It generates low-cost solar power-based electricity for buildings, and can achieve even higher output at lower cost. This technology has received many accolades internationally, and is in use in various projects of over 50,000 m² worldwide.

Green Logistics

Jebsen Logistics set its focus on energy conservation in the automobile fleet and on enhancing drivers' consciousness about energy conservation, environmental protection and air quality. In 2017, with the plan of purchasing two more diesel trucks meeting the Euro IV standard, the company will have a total of five such trucks and will continue to upgrade environmental standard of the fleet.












Green Office

Jebsen Group seeks to reduce daily energy and resource consumption through the adoption of technologies and efficiency management to reduce the use of power, water and paper. Jebsen's Shanghai Office has added a battery recycling box to recycle the waste battery while Hong Kong Office continues to progress the "Total Green Office Solution" into full operation, reducing the number of printers, as well as the energy consumption and paper use by printers.



In 2016, new green actions were taken by Jebsen offices in different locations:

-  **Recycle cardboard boxes:** cardboard boxes used for renovation of Shanghai and Beijing offices were 100% recycled
-  **Waste battery collection:** collected box for used batteries was deployed in Shanghai Office. Batteries collected are passed on to professional waste management entities periodically
-  **Recycle used cartridges:** staff are suggested to keep the packing of cartridges for future return of the used cartridges to manufacturer
-  **Environmental protection signage/poster:** Beijing, Shanghai and Guangzhou offices have increased visibility of environmental reminders to staff
-  **Reduce stuffing in packing and mailing:** staff are advised to replace plastic stuffing materials with old newspaper in order to reduce plastic waste and reuse waste paper
-  **Set printing password:** Guangzhou Office has set black-and-white default to all printing machines, and password for colour printing for volume control
-  **Improve maintenance and management of office equipment**
-  **Remind staff to recycle and reuse in order to save resources**
-  **Advocate the use of recycled papers, and reduce pollution**

4.2 Climate Actions



Sustainable Development Goals 13:

Take urgent action to combat climate change and its impacts

Climate change caused by economy growth and human activities is now affecting every country on every continent. How to solve deal with climate change has become a difficult challenge since it is disrupting national economies, natural resources and efforts in eliminating poverty.

Climate change and its impact on economic development has been an area of concern for Jebsen, and a priority for its responsive actions. Jebsen is dedicated to improve its carbon management, and achieves carbon neutralisation by purchasing carbon credits to offset its carbon emissions. On the other hand, Jebsen is a long-term partner of the World Wildlife Fund (WWF) and other NGOs, and have its staff participate in a wide array of environmental activities.

Carbon Management

Carbon Audit

Jebsen's Carbon Audit Team is responsible for unremitting carbon management, and the Annual Carbon Report developed by this Team is reviewed and verified by Carbon Care Asia, a third party carbon audit and management organisation. Based on results and findings of the report, Jebsen takes proactive actions to improve its internal governance and upgrade facilities to save more energy and reduce carbon emissions which offset, to the best we can, global warming.

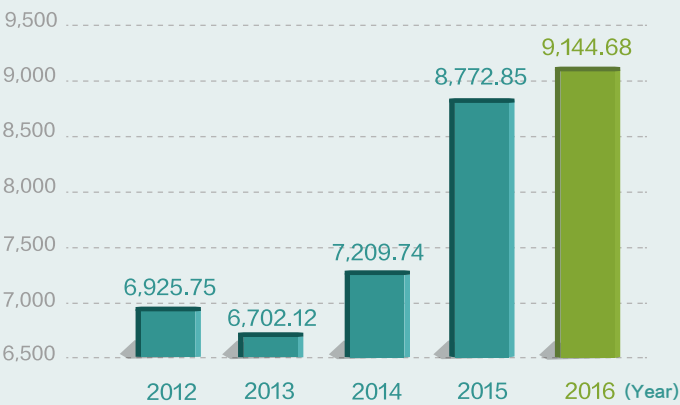
Carbon Performance

According to the verified Carbon Audit Report, Jebsen's total carbon emission in Hong Kong, Macau and Mainland China in 2016 was **9,144.68** tonnes of CO₂-e (inclusive of direct and indirect emission), which was slightly higher than previous years due to business expansion. Our carbon intensity has increased by 6% to **686.00** tonnes of CO₂-e per billion HKD compared to the 2015 level of 647.00 tonnes of CO₂-e per billion HKD, while dropped by 5% compared to the 2009 baseline level of 721.80 tonnes of CO₂-e per billion HKD.

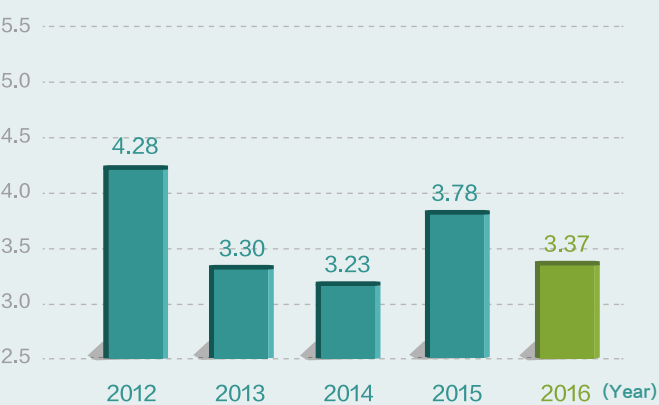




2012-2016 Jebsen Group Carbon Emissions (tonnes CO₂-e)



2012-2016 Jebsen Group Carbon Emissions per Capita (tonnes CO₂-e/ capita)



2012-2016 Jebsen Group Carbon Intensity (tonnes CO₂-e/ billion HKD)



2016 Jebsen Group Scope 1 and Scope 2 Carbon Emissions by Locations (tonnes CO₂-e)



Note:

Scope 1 refers to direct emissions resulting from activities within Jebsen's control. Scope 2 refers to indirect emissions from electricity, heat or steam purchased and consumed by the Group. Classification of carbon emissions are based on the Greenhouse Gas Protocol: a Corporate Accounting and Reporting Standard (revised edition) by the World Resources Institute and World Business Council on Sustainable Development and ISO14064-1.



Carbon Neutrality

Since 2012, Jebsen has contracted Climate Friendly to invest in green projects and purchase carbon credits to offset its carbon emissions and achieve carbon neutrality. In 2016, the investment in two climate friendly projects--Siam Cement Biogas Project in Thailand and Anhui Suzhou Biomass Project in China, and a purchase of 8,772.85 tonnes of carbon credit enabled Jebsen to offset its carbon emissions in 2015 and again achieved carbon neutrality.

Lifestyle "for blue"

WWF introduced Earth Hour to China in 2009, as part of its continued climate change endeavors and public advocacy of making a better world by being more environment friendly ourselves. Earth Hour 2016 placed its focus on key aspects of everyday life, namely "clothing, food, housing, outing and entertaining", and promoted a new lifestyle "for blue".

As a founding and double diamond member of WWF's Hong Kong Corporate Membership Programme, Jebsen has supported Earth Hour for the eighth consecutive year. During the event on 19 March, 2016, Jebsen turned off non-essential lights, neon signs, and billboards in all offices and Porsche Centres across Greater China for an hour to raise awareness about environmental conservation. Staff were also encouraged to participate by cutting off lights, computers, mobile phone chargers and other non-essential power at home, and beyond the one-hour, practice sustainable lifestyle and consumption in everyday life.

Jebsen has been a zealous advocator of sustainable choices in clothing, food, housing, outing and entertaining, and organised awareness raising events for environmental protection in daily life.



Clothing: Clothing Exchange Party

In May 2016, in an environmental initiative to reuse old clothes in some mainland cities, Jebsen recycled 354 clothes and donated them to people in need through our partner, Buy42.com, a charity shop online. Clothes of better quality were donated to poor areas in China, and rest were converted by handicapped partners of the shop into creative handicrafts. Jebsen staff also visited Handmade Doll Workshop, and made dolls out of socks together with handicapped workers who were equally capable and artistic. The 116 dolls made during the event were sold, and fund raised would be used for training and employment support of the handicapped.



- ◀ Clothing Exchange Party
- ▼ Handmade Doll Workshop



Clothing: Laundry Efficiency Matters

Over 1.2 billion people on Earth have no access to clean water. By 2025, about 2/3 of the world population would be faced with water shortage. In the activity of "Laundry Efficiency Matters" on 9 July, 2016, Jebsen staff followed the trend of green laundry and hand-made ecological detergent and soaps to reduce pollution to water.



- ▼ "Fun Cooking" workshop
- ▲ Coastal clean up activity



Food: Ways of Saving

Some 3,600 tons of kitchen waste are disposed every day at landfills in Hong Kong, however a fraction of which is still edible. In the "Fun Cooking" workshop on 27 August, 2016, Jebsen staff learned ways to save the precious food, and made fancy deserts out of residues. They were also open to change their diet to use food materials donated through Foodlink.



- ▲ Environmental protection home cleaning workshop



- ▲ "Guangzhou Discovery" activity

Outing: Green Travel

In June, 2016, a taskforce of 19 Jebsen staff and relatives/friends joined "Guangzhou Discovery", an environmental activity organised by doyouhike.net. Divided into three teams, the taskforce helped, guided and shared with one another in their low carbon practice.

Entertaining: Guided Boardwalk Tour in Mai Po Nature Reserve

On 20 March, 2016, a group of Jebsen volunteers joined a guided boardwalk tour in Mai Po Nature Reserve, following a nature interpreter and a designated route covering the gies wai, fishponds, bird hide as well as the reserve's education centre. The tour has offered all participants scenic reviews of the nature and awareness of the importance of wetland.

- ▲ Guided Boardwalk Tour in Mai Po Nature Reserve



Support Environmental NGOs

Jebsen has always been supportive to the environmental NGOs. In spring of 2016, Jebsen joined the "Lai See Recycling Programme" initiative by Greeners Action, promoting waste reduction at source. In March, Jebsen delivered the "Plastic Fish Studio" together with Hong Kong Youth Arts Foundation, in which creative works by volunteers were exhibited in the Ocean Art Walk 2016 in promotion of marine wildlife conservation.



Housing: Environment Is the House to All

Jebsen volunteers participated the beach cleanup organised by WWF and Coastal Watch Project on World Environment Day on 5 June, 2016. The event provided stories about marine debris and insights to protect the ocean. Volunteers acquired good knowledge about the formation of debris, and removed rubbish along Hong Kong coastal line for protection of the precious coastal habitats.



Materialise Employer Value with People Orientation

Jebsen upholds a people-oriented philosophy to realise its employer values by creating a diverse, inclusive, healthy and safe workplace which facilities growth, connectivity and mutual progress for employees.

- Feature: At Jebsen, Success Breeds Success
- Diverse and Inclusive Workplace
- Workplace for Value and Growth
- Workplace for Connectivity and Mutual Progress
- Healthy and Safe Workplace



Employer Value Proposition
"communication" and "experience"
Employer Brand
Jebsen Heroes
Talk About Jebsen



Staff Diversity
The Most Mother Caring Corporation



Staff Remuneration and Welfare
Staff Training



Intranet Learning & Development
Discussion



Care for the Health of Employees
Enrich the Lives of Employees
Focus on the Safety of Employees





3 GOOD HEALTH AND WELL-BEING 	Ensure healthy lives and promote well-being for all at all ages	 Health Seminars	 "Wellness Month"	 Employee Abundance Programme	5 GENDER EQUALITY 	Achieve gender equality and empower all women and girls	 The Most Mother Caring Corporation
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Feature: At Jebsen, Success Breeds Success

Employer Value Proposition

We believe that each and every employee is instrumental to the success of Jebsen. In securing a greater success for Jebsen, every colleague will also benefit from a wonderful career. "Success breeds Success", the Group's employer value proposition, is our commitment to attracting and retaining talents.

Jebsen Employer Value Proposition

"With over 100 years of history, Jebsen's success has been made possible through our commitment to our partners, to our communities, and to our most valuable asset—our people. We offer dedicated and talented individuals the opportunity to engage with a family of premium global brands. Employees who pursue excellence are given a diverse platform that provides continuous development and career exposure. At Jebsen, success breeds success."

In 2014, Jebsen has developed a Career Pathing Framework to support employees to understand, explore and chart a course of career development, both horizontally and vertically, in the Group. This framework has now become a pillar in its people management and succession planning. In 2016, Group HR department included all roles in Career Pathing to fully integrate on-the-job training, employee development, staff communication and other platforms and projects, helping employees plan for their career development.

Build Employer Brand with Communication and Experience

In 2016, Jebsen engaged our colleagues with its employer value proposition of "Success breeds Success" through "communication" and "experience".

In terms of communication, externally, the Group posted series of success stories of employees on its Careers Website and social media such as Facebook and LinkedIn, while engaging the public with its employer value proposition through public speeches given by and media interviews conducted with senior executives. Internally, the Group adopted various channels, including notebooks, posters, intranet newsletters and e-mails to convey the employer value proposition. At the same time, the Group enhanced staff experience at different touch points in career development, so that colleagues can always feel the "Success breeds Success" atmosphere in their day-to-day work.

In 2016, Jebsen also published the latest event information and stories through a combination of online and offline channels, and designed a complete development plan for employees according to the development stage they stayed at. For new hires, we have developed and conducted recruitment training to establish a consistent candidate experience. Jebsen Industrial also piloted the 90-day on-boarding journey, as well as recruitment and on-boarding experience questionnaire surveys to let us understand how to better assist new recruits in fitting into Jebsen and their roles as soon as possible.



Jebsen Heroes Talk About Jebsen

Jebsen employees are the best embodiment of Jebsen Group's values and success. The "Salute to Jebsen Heroes" campaign held in 2016 was intended to encourage employees to identify "professionals" around them, to a bid to inspire and drive all employees at Jebsen to improve and grow. The campaign was well received by staff with more than 130 Jebsen heroes nominated for their efforts and contributions.

In order for the Jebsen Heroes to inspire more people, we interviewed some of the Jebsen Heroes whose success stories were posted on posters, the intranet and careers website. Further, Heroes Walls were set up in offices in Beijing, Shanghai, Guangzhou and Hong Kong in recognition of these heroes as role model, to encourage more colleagues to strive for success.



Stories of Jebsen Employees: Jebsen Heroes Talk About Jebsen

A Place to Call Home

Lam Lung Kam, Driver, Jebsen Logistics

I've been in the driver's seat for 36 years. Jebsen is like family to me. That is quite literally how it all started, too: the person who encouraged me to apply for a job here, back in 1981, was my own mother, who was working at Jebsen at the time.

Three decades on, more than ever I am touched by the deep sense of affection that exists among the people here. I feel this every time I receive prompt and thorough support from the back office when I call with a question or request while making deliveries. I feel this each time our Group Managing Director Mr Hennig stops to ask me about my day.

Having been with Jebsen for 36 years, I have witnessed the company is transforming. Times have changed and our business has diversified. With all this development, I'm happy to see that our propensity to care has also grown into a larger priority. Jebsen supports a number of charitable organisations like Orbis and WWF to make a positive impact to people around the world, and as employees, we are often treated to feel-good events in the office. All of these show that Jebsen cares about the society and its staff while pursuing business success.

Learning by Competing and Collaborating

Chase Wang, Marketing Executive, Jebsen Motors

Given Porsche's advanced technology, exacting standards and culture of innovation, our technicians are constantly challenged to improve and upgrade. To help them, Porsche China and each Porsche Centre would conduct regular training courses.

So we organised our first and ever Body and Paint Competition at Porsche Centre Hangzhou West Lake. We started out with several objectives. Through the competition, we highlight the importance of technical competency to career and professional development of our technicians, allow deeper appreciation of Porsche's work standards, specifications and processes, help technicians understand their learning needs by identifying gaps in their technical skills, facilitate peer-to-peer learning and strengthen teamwork and team spirit. Response to the competition was overwhelming! We also selected several "exemplary technicians" as role models, and we believe that they would also be motivated to continuously improve themselves to reach a greater height.



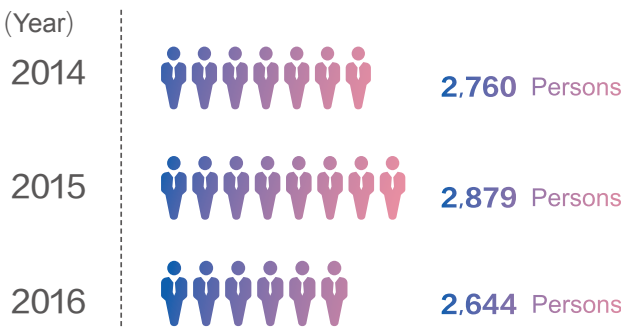
5.2 Diverse and Inclusive Workplace

As a company with headquarters in Hong Kong and operations in Greater China, Jebsen has always been committed to creating a diverse and inclusive work environment for employees guided by the belief that "Within the four seas, all men are brothers", so that colleagues from different regions and backgrounds can work together closely.

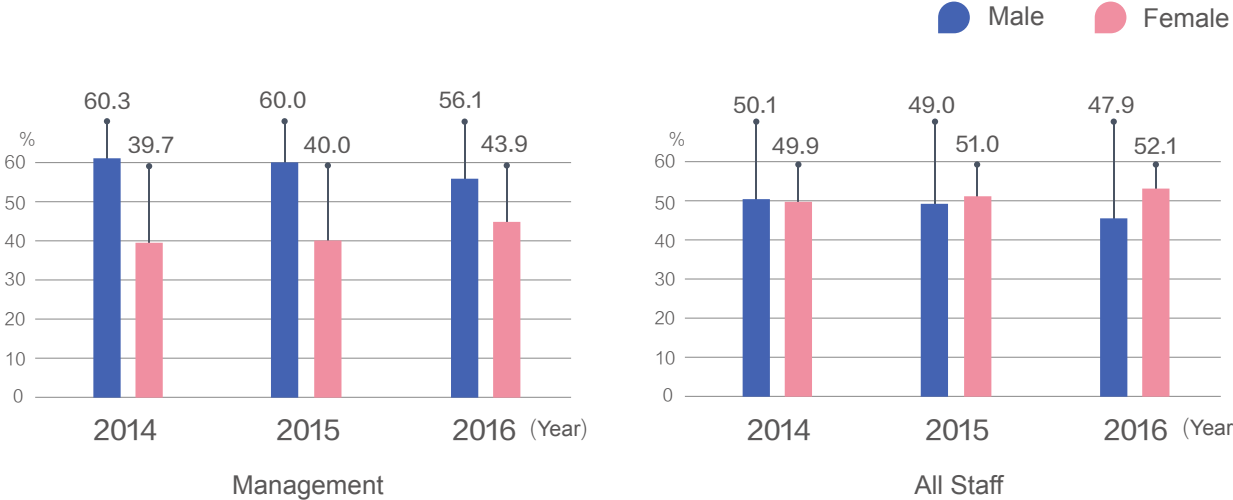
Staff Diversity

By the end of 2016, Jebsen Group had 2,644 employees in Greater China, 44.8% of them locates in Hong Kong, Taiwan and Macau, while 55.2% locates in Mainland China. About 52.1% of employees and 43.9% of management staff were female given Jebsen's efforts to attract diversified talents.

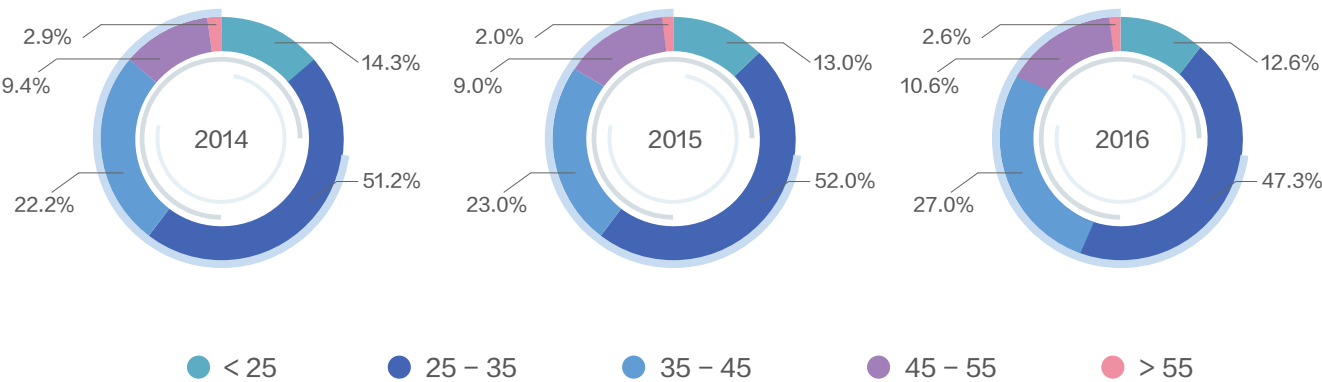
Total Number of Staff



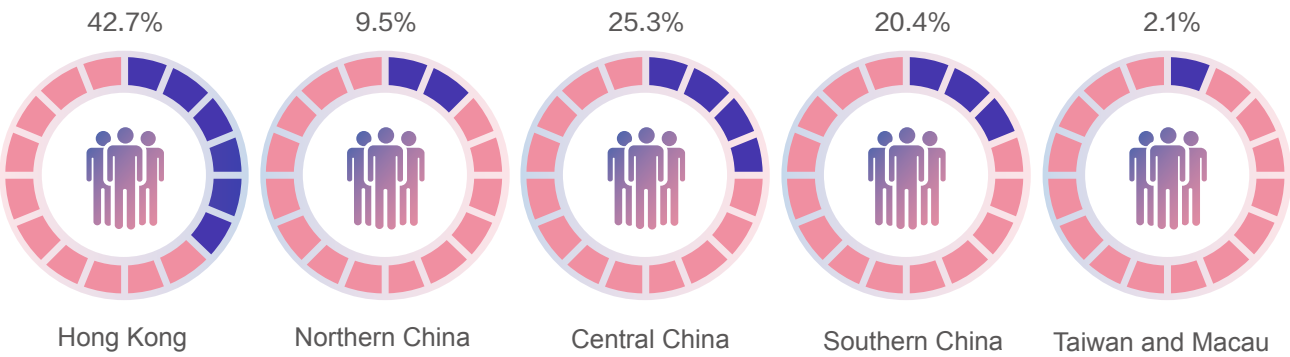
Gender Ratio



Age Distribution



Location Distribution (% of all staff)



The Most Mother Caring Corporation

Jebsen Group supports working mothers in breastfeeding by providing a comfortable and hygienic space dedicated for employees in lactation period. Following the first breastfeeding room established in Hong Kong in 2015, breastfeeding room in the Beijing office was also established in August 2016, which is equipped with wet wipes, small refrigerator (for milk storage only) and other necessary facilities.



5.3 Workplace for Value and Growth

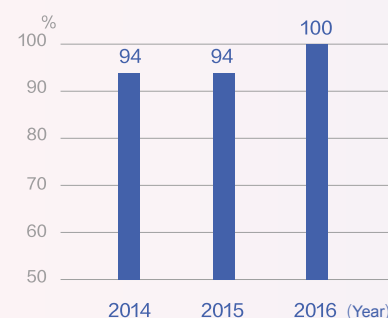
Jebsen Group sees employees as the foundation for its prosperity and development. Therefore, it strives to create a fair work environment, help employees achieve personal values with comprehensive remuneration and welfare and facilitates their growth through professional training.

Staff Remuneration and Welfare

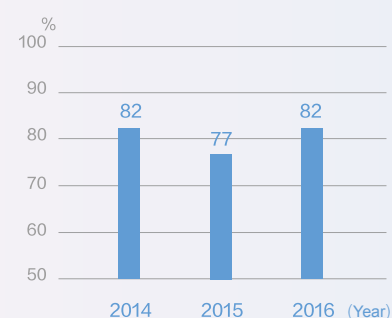
The Group follows lawful and fair employment practices, and apart from statutory Social Insurance plans, the Group also provides diverse supplementary benefits, including the Group Life Insurance, Personal Accident & Additional Medical Insurance, Gift Vouchers, Condolence Allowance, Long Service Awards, etc.

Basic Benefits and Assurance Accountability

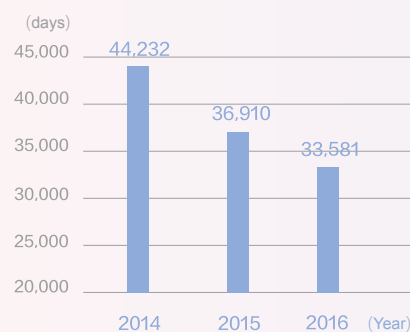
Enrolment in Social Insurance Plan (Note 1)



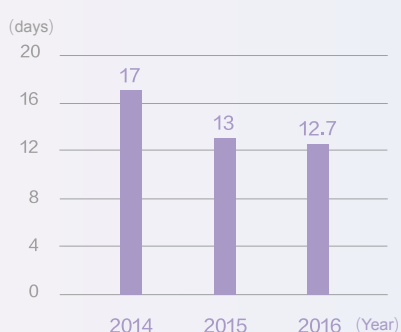
Coverage of medical exam and health record



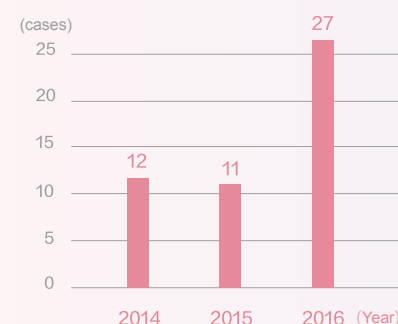
Total annual leave



Average annual leave per employee



Workplace injury (Note 2)



Note:

- 1, The coverage of group's social insurance doesn't count the retiree and early retiree starting from 2016.
- 2, There was no case of death due to occupational diseases and business in 2016.

Staff Training

In 2016, we adjusted the programmes and contents of staff training and development by drawing on past experience. At the group level, we tailored training programmes for learning and development for each businesses, such as the Talent Development Programmes and sales training programmes, in addition to continuous Leadership Development Programme for the management. At the BU level, we developed competency development training designed to support the day-to-day work of our employees. Moreover, the Group also provides training on health and safety, corporate culture and professional skills related to various departments in order to meet different needs of employees and enhance their capabilities.

J Inspire



1) The Leadership Development programme is a large training programme implemented by the Group. In 2016, in addition to the original course, the Group also introduced a new learning platform--J Inspire.

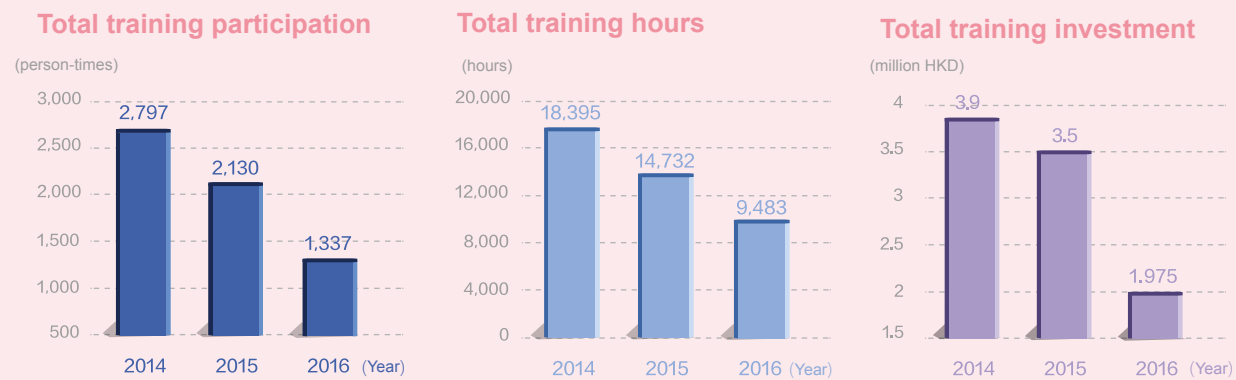
J Inspire is intended to inspire colleagues to think about work and personal development and to facilitate communications between business units through different types of seminars and sharing sessions. In 2016, six J Inspire sessions were held at the Hong Kong headquarters, Beijing and Guangzhou offices, with invited guest speakers, apart from colleagues standing on the stage to share their expertise and experience in personal development, which were all well received. At the first J Inspire workshop held in July 2016, we worked with the Sports Federation & Olympic Committee of Hong Kong, China to invite Erica Fong, a female sprinter of Hong Kong, to share her journey between the track and field and the university. At the third workshop held in November 2016, we invited Laurence Fung, Application System Integration Manager, Automation & Services, Jebsen Industrial, to explain "Industry 4.0" and the efforts of Jebsen Industrial to assist customers in shifting towards "Industry 4.0" for our colleagues.



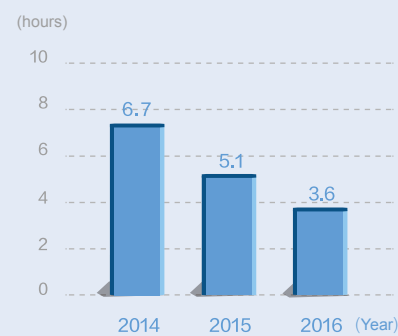
2) The Group worked with BUs to launch Talent Development Programme supporting the development of talent pipeline in 2016.

The Group has initiated a talent development discussion with management team and high potential staff in Jebsen Consumer, and tailored development plans for these staff where they will receive coaching and training in 2017. The Group has also developed a structured apprentice scheme for Jebsen Motors to recruit and develop technical talents. Apprentice will undergo a 3-year structured curriculum to develop the technical skills and knowledge tailored to PCHK.

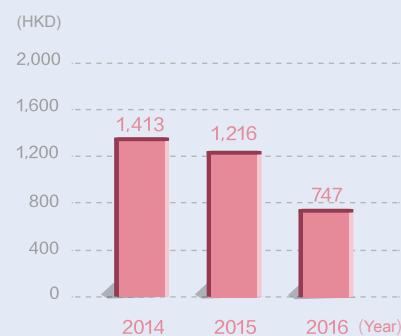
Staff Training Index



Training hours per capita

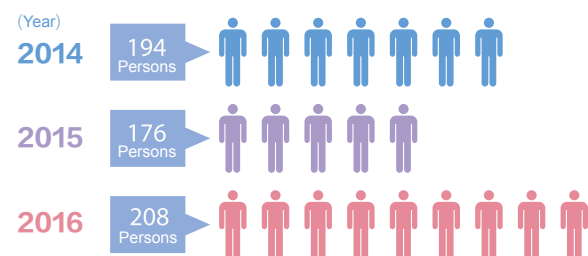


Training investment per capita

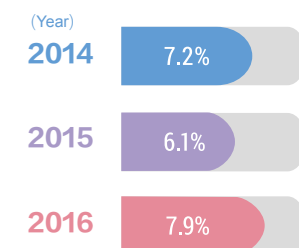


Internal Promotion Index

Total number of internal promotion



% of all employees



5.4 Workplace for Connectivity and Mutual Progress

Jebsen is a company that attaches great importance to the value and voice of employees. To date, the Group has adopted various channels to strengthen communications with employees so as to maintain the seamless cooperation among them and create a workplace for connectivity and mutual progress.

Intranet

Morus

Morus is an important internal communication platform for employees, through which they can learn about the latest news, corporate policies and event announcements and so forth. In December 2016, the Company revamped Morus. The brand new Morus comes with optimised workflow management functions, and is more user-friendly to browse on mobile devices, in order to optimise staff communication and engagement.



Moments

Since 2009, Jebsen has launched a group quarterly publication named Moments, which is an electronic newsletter for readers within and outside the Group featuring important updates and information from the Group and all our business units.

Various Social Network Platform

The Group has turned to new media to communicate internally and externally as well. Employees can learn about the Group's development and news through our Facebook, WeChat, Weibo and LinkedIn accounts.

Learning & Development Discussion

Jebsen Group has always emphasised on staff development. To enhance the clarity and transparency of talent development opportunities, the Group has conducted Learning & Development Discussions in the second quarter of each year starting since 2015. This provides a two-way communication platform for employees to help them and their direct supervisors identify learning needs and plan for relevant learning activities, with a view to effectively improving their performance and ability.

In 2016, to facilitate the participation of all employees, the Group extended the time for Learning and Development Discussion and provided tools such as learning & development plans, discussion booklets, updated learning resources, and consultants. Meanwhile, the Group has also set up a "Learning and Development Resource Corner" on its Intranet Morus to provide learning resources, tools and advice to employees. The Group HR Department will also collect relevant plans and follow up.



5.5 Healthy and Safe Workplace

The health and safety of our staff have been a focus for Jebsen in creating a good workplace for employees. As such, we have organised a series of healthy, cultural and sports activities, caring for the health of our employees and enriching their lives.

Care for the Health of Employees

Health Seminars

A series of seminars on "sub-health" were organised in our Mainland China and Hong Kong offices and Porsche Centres, where speakers were invited to talk about "sub-health" and its management, emotional management, and the basic skills to deal with family challenges.



"Wellness Month"

The "Wellness Month 2016" event was held in **15** offices across Hong Kong and Mainland China to provide various health checks and massage for employees. It was well received by about **930** participating colleagues.

Employee Abundance Programme (EAP)

EAP is a service provided by the Group to assist Jebsen staff by resolving their personal or work concerns in a strictly confidential manner. It offers a professional 24-hour hotline in English, Cantonese and Mandarin to staff and their immediate family members for consultation.



"Wellness Month"



Annual Dinner



Thankyou Party



Corporate Games-Tennis Competition



Jebsen Dragon Boat Team



Craft Classroom



Fire Drills

Enrich the Lives of Employees

Annual Dinner

Mr Hans Michael Jebsen, Group Chairman, Mr Helmuth Hennig, Group Managing Director, Mr Denis Li, Group Director, and Mr Michael Glover, Group Director, among other leaders, attended the annual dinner and presented the "Long Service Award" for 205 colleagues.

Christmas Party

Christmas is celebrated with all employees at the Christmas parties held at different locations. Also, electronic greeting cards of the Group were prepared for our staff to pass the holiday greetings onto our valuable partners.

"Craft Classroom"

"Craft Classroom" is a platform to promote employee interaction, allowing them to relax in the busy work and enjoy the fun of handicrafts.

Focus on the Safety of Employees

Jebsen has always attached significant importance to staff's life and property safety. In 2016, the Group issued the "Office Safety Regulations and Procedures", "Regulations on Employee and Visitor Identification and Access Cards", and each office, warehouses and 4S stores have also charted their own "Emergency Plan" and "Appendix Information to Emergency Plan".

Apart from the regulations, the Group conducts regular office security checks and sends email reminders to all colleagues, and engages staff at all offices to actively participate in fire drills organised by property management companies. Each office are equipped with fire extinguishers, gas masks, and exit route maps, and emergency drugs and first aid kits are provided in the public area. We are also going to add Automatic external defibrillators in our offices in 2017.

Jebsen Group holds a variety of staff leisure activities every year in all our operating locations to enrich the lives of our employees. In 2016, **37** staff activities and **26** lunch time seminars attracted a total of **2,700** participants.





Sustain Philanthropic Efforts for the Bright Future

In 2016, Jepsen’s CSR investment totalled at HKD 3 million. The Group organised 84 volunteer and philanthropic activities, with an attendance of 854 individuals.

Jepsen acknowledges its role as a corporate citizen in the communities in which it operates, and supports charitable causes in line with the company’s corporate values. In 2016, the Group focused its philanthropic causes on caring for the next generation. With the purpose of caring for children’s physical and mental health and helping them pursue a bright future, we continued our support to education, and launched a series of public activities like Project Morning Star and Life is Art programme.

- Feature: Project Morning Star
- Life is Art Programme
- Support to Education
- Philanthropy Never Ends



Implement the second
five-year plan of our Project
Morning Star



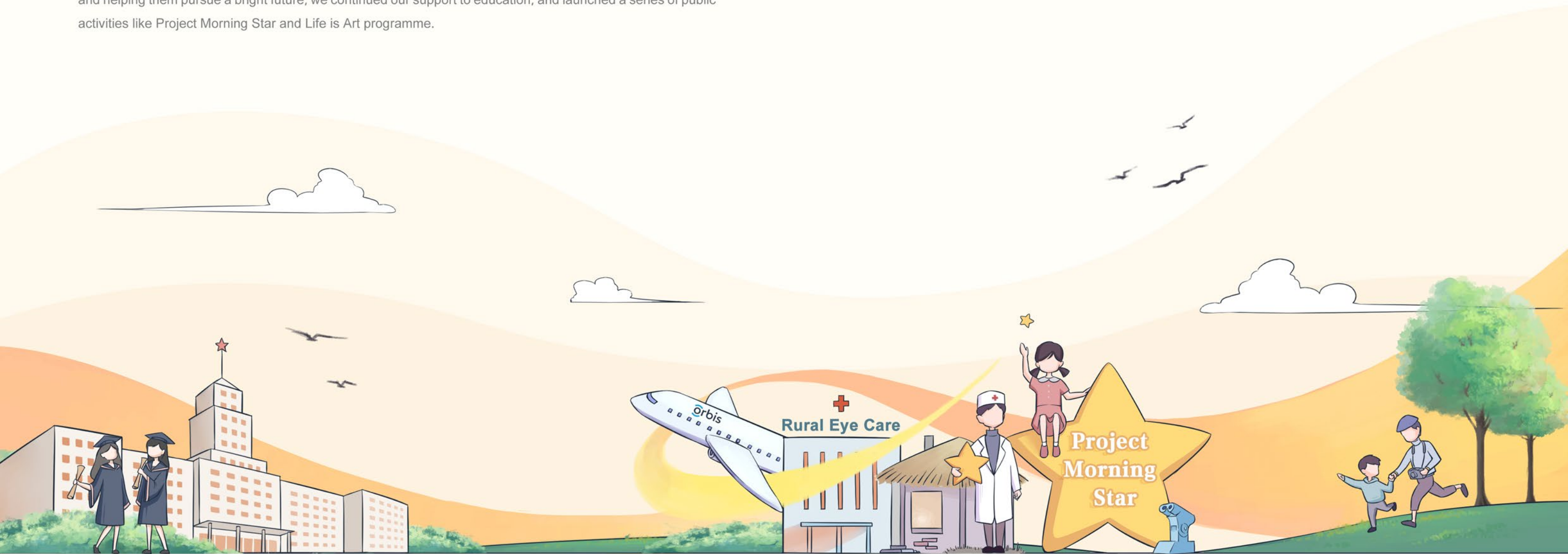
Life is Art
Programme



Nankai-Jepsen
Education Fund



Philanthropy
never ends





3 GOOD HEALTH AND WELL-BEING

Ensure healthy lives and promote well-being for all at all ages

PROJECT MORNING STAR

Project Morning Star

LIFE IS ART

Life is Art Programme

4 QUALITY EDUCATION

Ensure inclusive and quality education for all and promote lifelong learning

Nankai-Jebesen Education Fund

6.1 Feature: Project Morning Star

In June 2011, Jebsen Group and Orbis collaborated to launch Project Morning Star, a five-year sight-saving project throughout mainland China. Project Morning Star is committed to sponsor programmes including Flying Eye Hospital and training for branch medical centres (top-down), eye-screening in remote areas, referral mechanism (bottom-up) -- all contributed to enriching the resources of county hospitals in remote areas and building a sustainable eye care medical system in the local area.

The First Five Years, Project Morning Star Helps Sight-saving for People with Eye Disease

Launched in 2011, Project Morning Star, completed its first five-year milestone by the end of 2015, and exceeded the original goals set for most of the project activities. According to actual needs and plans, out of the RMB 5.15 million of donation made by Jebsen to Orbis, about RMB 3.65 million had been spent on supporting Orbis sight-saving projects in Gansu, Heilongjiang, Guangdong, Yunnan and Shandong provinces, as well as the Orbis MD-10 Flying Eye Hospital. The remaining RMB 1.5 million will be spent between 2016 and 2018, of which 90% will be spent on the National Prevention of Blindness Training Centre established at the Shenyang He Eye Hospital, and the rest will be spent on other areas, which includes surgery subsidies.



The National Prevention of Blindness Training Centre established at the Shenyang He Eye Hospital in 2014 marked a significant milestone for both Orbis and Jebsen. The objective of this training centre is to develop training models for county level eye care teams, and set up ophthalmology residents that combines both didactic and hands-on training at both Huludao He Eye Hospital and Shenyang He Eye Hospital. Jebsen hopes that these training models can be recognised and scale them up nationally.

With the continuous contributions and support from Jebsen that created strong impact on the community -- over **1.2** million ophthalmic patients in rural China have been benefited, making Project Morning Star one of the Group's most important CSR initiatives.

Item	Targets in 2011	Actual Achievements by end of 2016	Estimate output by 2018
Pieces of equipment donated	n/a	146	146
Fellowship for overseas education	12	6	10
Number of medical professionals trained	600	677	793
Number of subsidised surgeries conducted	120	154	154
Number of rural eye health workers received professional training	1,200	1,215	1,215
Number of people received eye screening	12,000	59,015	59,015
Number of people educated / informed with eye care knowledge	120,000	134,900	134,900

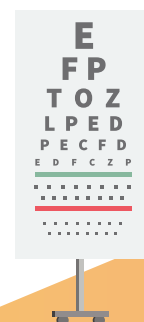
"By working with Orbis, we've brought positive changes to thousands of families where blindness may be the difference between financial stability and life-threatening poverty. It is our honour to have partnered with Orbis and have contributed to the community where we operate and live. With the successful development of Project Morning Star, Jebsen remains true to its core purpose of enriching people's lives. By restoring their sights and preventing blindness, Jebsen is on a mission to help children, and the elderly, in rural China learn and prepare to reach their full potential."

— Mr Helmuth Hennig, Group Managing Director

The Second Five Years, Project Morning Star Builds Vision Network in Rural Community

With the results and impact of Project Morning Star's first five-year phase, Jebsen will continue its partnership with Orbis for the five-year extension of the project. Responding to the Chinese Government's call to accelerate health development in China, Jebsen plans to invest RMB **7.4** million from 2016 to 2020. The funds will be used to build China's first "National Model of Comprehensive Rural Eye Care Network", initiated by the National Institute of Hospital Administration (NIHA), in collaboration with Orbis.

Phase II of the project also includes a minimum of HKD **400,000** annually for joint brand awareness campaigns in Hong Kong with Orbis. The sponsorship of 2016 goes to three very successful activities: the Kids Sight Carnival, the Moonwalkers 2016, and the Walk for Sight 2017.



SHANDONG

GANSU

GUANGDONG

YUNNAN



Bright and Future, We will Continue

Besides donations, Jebsen also encourages its employees to take part in Project Morning Star. By the end of 2016, 10 field trips have been successfully completed, assisting ophthalmologists to conduct eye screenings for local residents. More than 110 Jebsen volunteers have visited the Orbis programme sites in person and over a thousand employees have learned about this project through orientation programmes, field trip sharing seminars and other company activities.

In 2016, the Group organised two teams of volunteers to visit Liaoning Province for the Project Morning Star field trip. During 22-26 May, 10 Jebsen volunteers visited Jinzhou for the 9th trip, and during 10-14 September, 10 Jebsen volunteers visited Shenyang and Huludao for the 10th trip.



HEILONGJIANG

LIAONING

Jebsen volunteers assisted eye doctors in conducting eye screening for local residents from rural areas and elementary school students from Shenyang. They also visited beneficiary families and the third generation Flying Eye Hospital, learning how Project Morning Star has provided free consultation services to patients in rural China through the collaboration with local ophthalmologists and medical workers.

"We are pleased to have a long term collaboration with Jebsen, as we have in-depth mutual understanding and common belief in supporting those in need in a sustainable way. Jebsen not only provides philanthropic support, but also encourages its employees to participate in the projects as volunteers, which is admirable."

—Mr George Smith, North Asia Director of Orbis International

As a donation partner, Jebsen will also support Orbis and co-branded activities in Hong Kong. The Kids Sight Carnival was successfully held in East Point City, Tseung Kwan O on 21-22 May, 2016. Jebsen Group was the main sponsor of this major Orbis Hong Kong fund-raising event, with a team of 20 Jebsen volunteers. HKD 42,723 donation was raised on site over that weekend, and a total of 148 monthly donors were recruited (monthly pledge was HKD 12,210).



6.2 Life is Art Programme



Launched in 2014, Jebsen's Life is Art Programme has placed its target on the care for children with autism and children from migrant families. In three years, **268** children have started their pleasant art journey through **176** art courses and the participation of **272** Jebsen volunteers. Year 2016 is the third year of this programme, and we carried out a series of art activities in Hong Kong, Shanghai, Beijing and Guangzhou, aiming to enrich the children's lives through improving their exposure to art.

Art Educations for "Children of the Star"

Jebsen launched a series of art activities with the hope that art can join the field of autism education, and interfere the lives of autism children in an active way, therefore improve their living ability. We also hope to break the barrier between the public and the autistic groups through art, and let the society pay more attention to them.

In Jan. 2016, an artwork exhibition was showcased in Hong Kong, of which all the exhibited artworks are contributed by the children from Ma On Shan Center of Heep Hong Society with the help of Jebsen volunteers. The exhibition is intended to inspire children with special needs, strengthen their observation and expression ability, and promote hand eye coordination. Meanwhile, a charity music concert was successfully held in Shanghai as the ceremony for the "Djembe Drum Class", providing these children a stage to present themselves.



In 2016, we continued the "Play with Music" activity to provide fun-filled music related engagement opportunities for children with autism or who has mental illness. The Group organised Ukulele classes in Hong Kong, Djembe drum classes in Beijing and Guangzhou as well as Xylophone classes in Shanghai with the help of staff volunteers. About 106 Jebsen volunteers have lent a helping hand to over 110 less privileged children.

Shutterbug Club for the Children From Migrant Families

Since 2014, Jebsen has partnered with HandsOn Shanghai, for a Shutterbug Club programme to provide photography lectures and support for underprivileged migrant children in Beijing, Shanghai and Guangzhou. In 2016, we continued this programme as a part of the Life is Art Programme. Charity photo exhibitions were held in Guangzhou and Beijing respectively, providing a stage for the children to showcase their "master pieces" created at the Shutterbug Club. Shutterbug Club programme encourages children to explore ways to express their creativity, recognise, capture, and express everyday beauty by the cameras, while charity photo exhibition encourages them to break through tradition and find ways to explore and express the world, even challenge their limit of creativity.



6.3 Support to Education

Jebsen Group has always been supportive to education. As a dedicated and long-time supporter to Hong Kong University of Science and Technology, Mr Hans Michael Jebsen, Group Chairman, is also a member of the University's Court and was awarded an Honourary Doctorate. On 16 October, 2016, Mr Helmuth Hennig, Group Managing Director, addressed a crowd of over 200 MBA students from Jilin University and Jilin University of Finance and Economics, speaking on "The Challenges of Family-Owned Businesses in Greater China". Mr Hennig was also invited to be a guest professor at Jilin University of Economics and Finance in 2016.

On 12 December, 2016, Jebsen Group was awarded the "Nankai University Outstanding Contribution to Education Award" for its commitment to cultivating young minds. Jebsen established the Nankai-Jebsen Education Fund in 2010 with an aim to encourage outstanding students to study diligently and contribute to society, as well as support outstanding young teachers in their field of teaching to obtain excellent research results. The Fund is now in its second phase with the Group pledging RMB 1 million in donations over five years (2015-2019). Every year, RMB 200,000 will be allocated to the Nankai-Jebsen Scholarship and Nankai-Jebsen Teachers Award.



6.4 Philanthropy Never Ends

Philanthropy

Never Ends.....



Jan. 2016
01



- ♥ "Children of the Star" artwork exhibition, Hong Kong, 9-10 January, 23-24 January
- ♥ Walk for Millions, 10 January
- ♥ Shutterbug Club charity photo exhibition, Guangzhou, 16-17 January
- ♥ Hoi Ha Wan marine education, 23 January
- ♥ "Children of the Star" charity music concert, Shanghai, 24 January



Feb. 2016
02

- ♥ Food Bank-New Year Gifts for Donations, 18 February - 4 March
- ♥ Support Orbis Raffle 2016, 20, 28 February

May. 2016
05

- ♥ Clothing Exchange Party & Handmade Doll Workshop, Mid May
- ♥ Lunch time seminars for Coastal Watch Project, 18 May
- ♥ WWF Run For Change-charity run, 21 May
- ♥ Orbis Kids Sight Carnival, 21 May
- ♥ Project Morning Star field trip in Jinzhou, 22-26 May
- ♥ Shutterbug Club charity photo exhibition, Beijing, 28 May - 5 June



Apr. 2016
04

- ♥ Ocean Art Walk 2016, April
- ♥ Weekend Ecotourism, 30 April



Mar. 2016
03

- ♥ Plastic Fish Studio, 12 March
- ♥ Support WWF Earth Hour, 19 March
- ♥ Support World Meteorological Day science popularisation campaign, 19 March



- ♥ Guided Boardwalk Tour in Mai Po Nature Reserve, 20 March

- ♥ Outward Bound Multi-Race, March



June. 2016
06

- ♥ Coastal clean up on World Environment Day, 5 June



- ♥ "Guangzhou Discovery" activity, 26 June

July. 2016
07

- ♥ Environmental protection home cleaning workshop, 9 July



Aug. 2016
08

- ♥ Orbis Mid-Autumn Charity Sales, 20 August
- ♥ "Fun Cooking" workshop, 27 August



Nov. 2016
11

- ♥ Orbis Moonwalkers, 26 November

Oct. 2016
10

- ♥ Support Orbis World Sight Day, 13 October
- ♥ Barclays Moon Trekker, 14-15 October
- ♥ charity bike racing, 16 October



- ♥ Third Fair Trade Hong Kong Charity Football Match, 22 October



Sept. 2016
09

- ♥ Share DIY Mooncake with special children on Mid-Autumn Festival, 2 September
- ♥ Support the "Darkness to Go" campaign, 1 September - 13 October
- ♥ Project Morning Star field trip in Shenyang, 10-14 September
- ♥ "MORE FUN" Photography, 25 September
- ♥ Visit the third generation Flying Eye Hospital, 27 September



Dec. 2016
12

- ♥ Care for the Elderly Christmas Party, 17 December



Appendix

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G4-2	P3-P4
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G4-8	P9-P11
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G4-10	P5-P6 , P53
G4-13	No Significant Change
G4-14	P15
Identified Material Aspects and Boundaries	
G4-23	No Significant Change
Stakeholder Engagement	
G4-24	P21-P22
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Report Profile	
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G4-30	P1
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G4-32	P71-P72
G4-33	Not Applicable
Governance	
G4-34	P19
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G4-45	P19
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G4-EN16	P42-P43
G4-EN18	P42-P43
G4-EN19	P42-P43
G4-EN24	No Spill
G4-EN29	No Relevant Fine or Non-monetary Sanction
G4-EN34	No Grievance

No.	Disclosure Location
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G4-LA6	P55
G4-LA9	P57
G4-LA10	P55-P57
G4-LA12	P53-P54
G4-LA16	No Grievance
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G4-HR2	P57
G4-HR3	No Relevant Incident
G4-HR4	No Relevant Operation or Supplier
G4-HR5	No Relevant Operation or Supplier
G4-HR6	No Relevant Operation or Supplier
G4-HR8	No Relevant Incident
G4-HR12	No Relevant Grievance
Society	
G4-SO2	No Relevant Operation
G4-SO4	P13-P16
G4-SO5	No Corrupt Incident
G4-SO7	No Relevant Legal Action
G4-SO8	No Relevant Fine
G4-SO11	No Relevant Grievance
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G4-PR2	No Relevant Non-compliance
G4-PR4	No Relevant Non-compliance
G4-PR7	No Relevant Non-compliance
G4-PR8	No Relevant Complaint
G4-PR9	No Relevant Non-compliance and Fine

United Nations’ Sustainable Development Goals Cross-references

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