



Jebsen Group

30/F, Lee Garden Two, 28 Yun Ping Road, Causeway Bay, Hong Kong

TEL : (852)29238777

FAX : (852)28821399

E-mail : feedbackonCSR@jebsen.com

Web : www.jebsen.com



Pursue Innovation and Fulfill Responsibility

Jebsen Group

Corporate Social Responsibility Report

About this Report

This report marks the 10th 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 2017. The report covers our relevant endeavours in 2017, examining the current efforts and future aspiration in environmental conservation, staff well-being, and philanthropy across our diverse business lines.

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 Group Management, Beverage, Consumer, Industrial, Motors, Logistics, and Jebsen Capital. It summarises the Group’s operations in the Greater China region and its economic, environmental and social implications from January to December 2017. 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 Standards 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 2018. 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.

Table of Contents

03 / Message from the Group Managing Director

05 / Jebsen’s 2017 Social Responsibility Performance



About Us

- 09 / Profile
- 11 / Business Lines
- 13 / Development Philosophy
- 14 / Compliance Management
- 16 / Information Security



Social Responsibility Strategy

- 19 / Management System of Social Responsibility
- 19 / Philosophy Inheritance of Social Responsibility
- 20 / Awards and Recognitions
- 21 / Focus: A Commitment of Social Responsibility
Catalysed by Staff Participation
- 23 / Stakeholder Communication



Business Development

- 27 / Pursuing Win-win Cooperation
- 32 / Enhancing Quality of Life



Environmental Conservation

- 37 / Responsible Consumption
and Production
- 40 / Climate Action
- 43 / Natural Resources Conservation
- 44 / Nature Conservation



Staff Well-being

- 47 / Focus: Employer Value Proposition
- 51 / Diverse Workplace
- 54 / Benefits and Development
- 58 / Connectivity and Communication
- 59 / Healthy and Safe Workplace



Philanthropy

- 63 / Project Morning Star
- 67 / “Life is Art” Programme
- 69 / Support to Education
- 71 / Philanthropy Never Ends

73 / Appendix

Message from the Group Managing Director

“ After over 120 years in business we are very convinced that being an active and positive contributor to the communities we operate in is the right thing to do. ”



Pursue Innovation and Fulfill Responsibility

The year 2017 was a positive one for the Group with a number of our businesses achieving record or close to record results. Whilst turnover remained quite consistent from the year before at HKD 13.4 billion, it was our ability to address the needs of the Chinese consumer which allowed us to achieve excellent results especially in our Motors, Beverage and Consumer businesses.

As a leading brand builder in Greater China, working with excellent brand partners is a privilege and the basis for our success at Jebsen. Many relationships with our suppliers span decades and have evolved significantly over the years to take into account the changes in the market place and thus also the changing needs of the brands. One of the biggest steps we have taken over the past years is the move into retail, an area we have traditionally not been very active in, with the exception of the Motors business, and we are thus learning quickly to interact directly with our consumers. Putting them into the centre of our thinking is a truly educational process and we are using our insights to build our own omni-channel, or O to O, retail concept, J SELECT, in order to be relevant in this fast changing sector. Service excellence, anticipating needs and execution discipline are just some of the aspects consumers consciously or unconsciously use to make choices and we hope to be able to consistently overcome these hurdles, and thus build long-term consumer loyalty for the benefit of our brands.

One critical aspect of the way consumers look at where and how they want to spend their money is, and this is particularly true for the younger generation, does the brand and the organisation behind it live up to the values they portray? CSR is certainly one way for a company to communicate its philosophy in this regard and I am pleased to say that at Jebsen our commitment to CSR has been there long before it became fashionable. Generations of shareholders have understood that being part of a community means giving to those in need, or to under-funded causes, in order to help ensure the viability and diversity of that society, even if there is no immediate economic imperative to do so.

Even as the general living standards in our communities continue to improve, there are still many areas where a company and the individuals in the company can make a difference. Though we do not design our activities to receive external approval, it is nevertheless encouraging to see that the work done by our staff is recognised. Specific corporate social responsibility accolades include "CarbonCare® Label", "2017 Hong Kong Community Volunteers Highest Participation Bronze Award", "2016/2017 Hong Kong Sustainability Award - Certificate of Excellence", "10 Years Plus Caring Company", "2017 China Enterprise Social Responsibility Project Excellence", "Excellent CSR Practices of Foreign-Invested Enterprises in China" and "2017 Responsible Brand Award". On the one hand, these awards have brought affirmation and encouragement to us; on the other hand, they further inspire us to pursue even higher standards in the future. For the management group, one of the most pleasing endorsements we have received is the consistent positive perception of our CSR programs by our own staff members, as expressed in the Employee Insight Surveys we have conducted.

I hope that this CSR report gives an insight into the businesses we conduct, the value we place on our employees and the strong commitment we have to the work of our CSR team. After over 120 years in business we are very convinced that being an active and positive contributor to the communities we operate in is the right thing to do.

Helmut Hennig
Group Managing Director
1st July, 2018

Business Achievements

-Jebsen Motors delivered almost **9,000** cars and had almost **40,000** customers visiting its workshops



-Porsche Centre Shenzhen was awarded the Dealer of the Year, with all Jebsen Porsche Centres listed among the Top 10

-J SELECT, sub-brand of Jebsen Consumer, launched its J SELECT APP



-Jebsen Beer became the largest brewery in Hong Kong, and its own proprietary brand, Blue Girl Beer, entered its **11th** year as the No.1 beer brand in Hong Kong by volume and value

-Jebsen Industrial implemented a new business structure comprising of Distribution & Services, Ingredients and Mobility Solutions

-Jebsen Wine Estates sold over **1.1** million bottles in Greater China



Jebsen's 2017 Social Responsibility Performance

Business Development

-Revenue reached HKD **13.4** billion in 2017, reflecting Jebsen's strategic success of focusing on opportunities coming with steady economic development in China



-A corporate restructuring was launched, as the Group set up Jebsen Capital to complement current business lines: Beverage, Consumer, Industrial, Motors and Logistics

Commitment to Our Staff

-Jebsen continued to promote its new Employer Value Proposition, with "Polish Your Hero Gadget" as the theme of 2017



-Among **2,204** employees in Greater China, female employees comprised of **47.8%** of total employees and **45.4%** of management

-Total training volume was **756** person-times and **4,000** hours, at the expenditure of HKD **1,678** thousand



-A total of **146** employees were promoted, accounting for **6.6%** of all employees



-A total of **11** "J Inspire" lectures were held, with **373** person-times of participation



-A total of **36** staff activities and **11** lunch time seminars were organised, with **3,275** person-times of participation



Commitment to Our Community

-Jebsen's CSR investment totalled at HKD **5** million



PROJECT MORNING STAR

-Three focus programmes: Project Morning Star, "Life is Art" Programme, and support to education

-Jebsen organised **77** volunteer and philanthropic activities, with an attendance of **806** individuals



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

-By the end of 2017, over **125** Jebsen volunteers have paid visit to project sites in **11** field trips, and over one thousand employees have learned about the detailed information of Project Morning Star through various approach

-In four years, **384** children have been benefited from **286** art courses with the support of **341** Jebsen volunteers to start their pleasant art journey with Jebsen's "Life is Art" Programme



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



Commitment to Our Environment

-Five focus areas: Carbon Management, Green Office, Green Logistics, Green Initiation and Nature Experience



-Emissions of the Jebsen Group totalled at **9,626** tonnes of CO₂e, with carbon intensity decreased by **10%** compared to the 2009 baseline level



-Jebsen purchased **9,145** tonnes of carbon credit and achieved carbon neutrality again through offsetting its 2016 carbon emissions



-Jebsen for the **9th** consecutive year, pledged to participate in the Earth Hour event



-Jebsen Group organised a series of environmental protection activities like DIY soaps with recycled coffee grounds workshops and marine education



About Us

Jebsen Group is known for representing quality products, services, investments and solutions across the Beverage, Consumer, Industrial, Motors, Logistics, and Jebsen Capital.

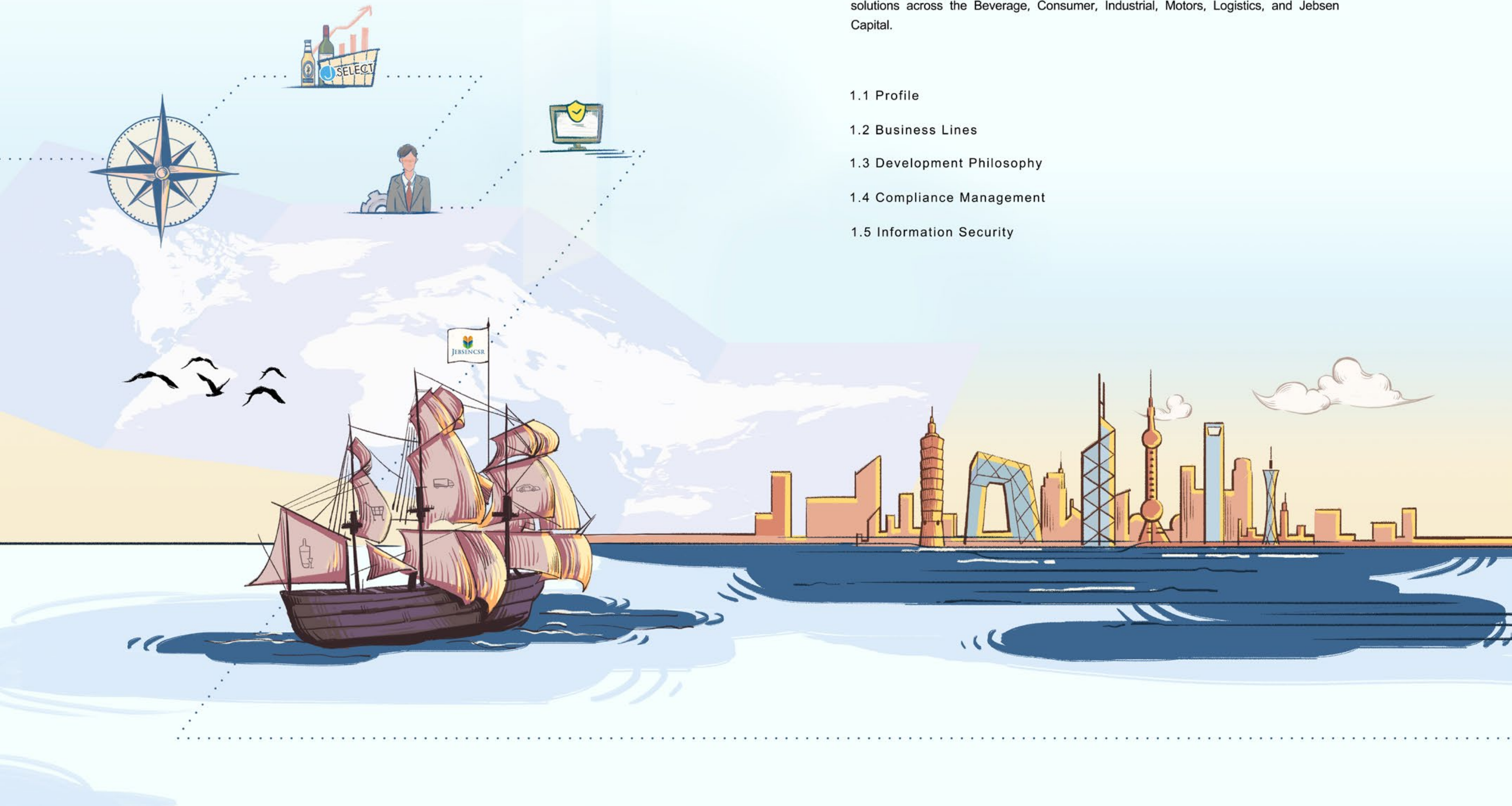
1.1 Profile

1.2 Business Lines

1.3 Development Philosophy

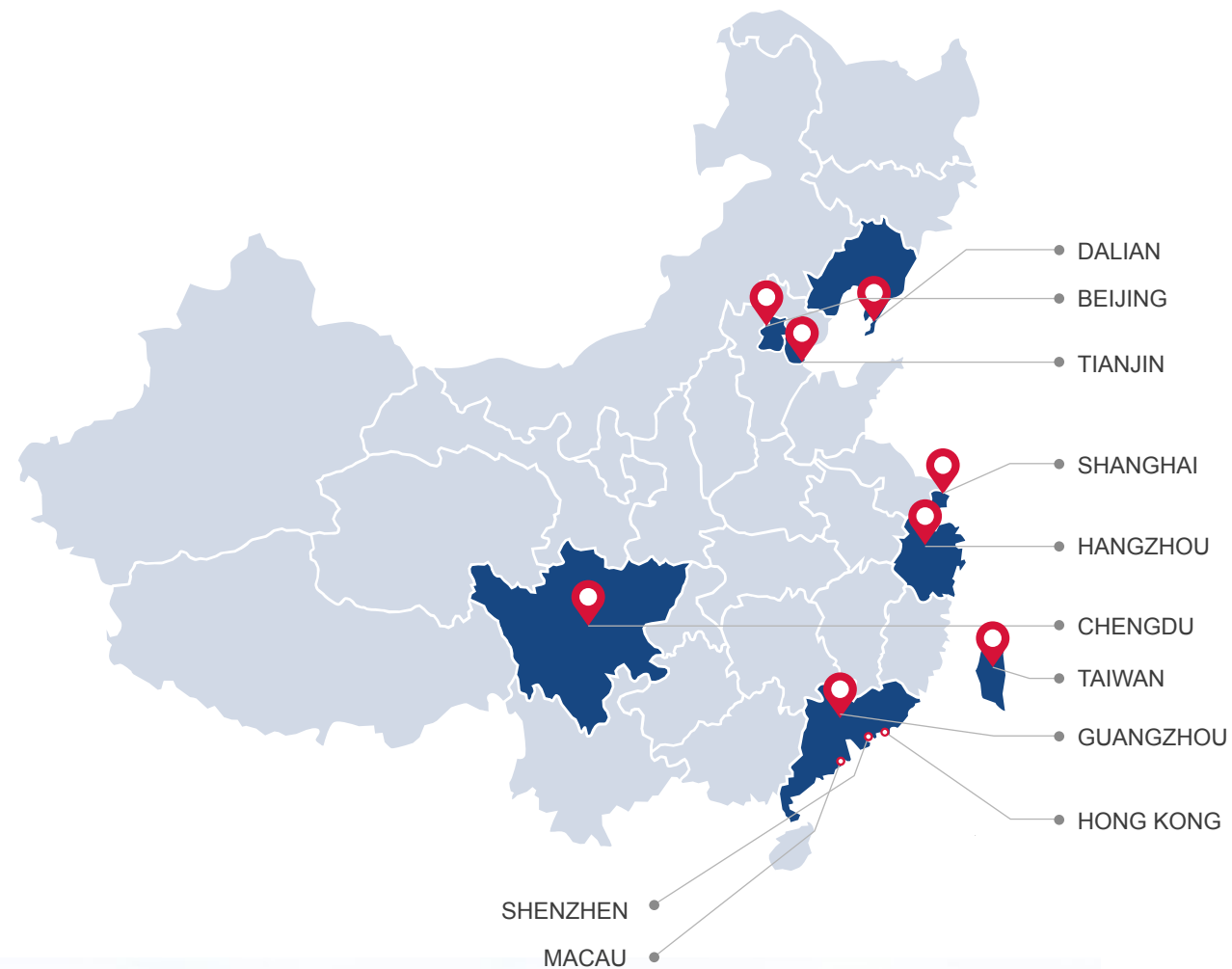
1.4 Compliance Management

1.5 Information Security



Profile

From a shipping agency established at the end of 19th century, Jebsen Group has evolved into a marketing, distribution and investment 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 13.4 billion in 2017 (approx. RMB 10.8 billion). This sustained growth reflects Jebsen's insight into Greater China's market, and its strategic success of focusing on opportunities coming with steady economic development in China.

Jebsen Group reported a turnover of HKD **13.4** billion in 2017 (approx. RMB 10.8 billion).

According to the National Bureau of Statistics of China, per capita disposable income of urban households was RMB 36,396 in 2017, increasing 6.5% annually, while per capital expenditure on goods and services increased by 7.4%. These figures are accompanied by Chinese consumers' growing needs for high quality products and services. Jebsen has seized the opportunity and strives to optimise product portfolios and channels, as well as improve the quality of customer service and innovation so as to enhance its competitiveness.



Regional Presence

Mainland China Market

Since the inception of Jebsen, Mainland China has always been the focus of our business. The Jebsen & Co (China) Ltd was established in Beijing in 2004, which was a good starting point for the Group to expand its business in the region. Within a few years, former liaison offices were gradually transformed into branches and representative offices in Shanghai, Guangzhou, Tianjin, Dalian, Hangzhou and Shenzhen.

Hong Kong and Macau Market

Hong Kong market provides a strong base for the Group to develop throughout the Greater China region. With a comprehensive sales and service network, as well as efficient logistics and IT infrastructure, Jebsen continues to play a leading role in distributing premium products in the local market.

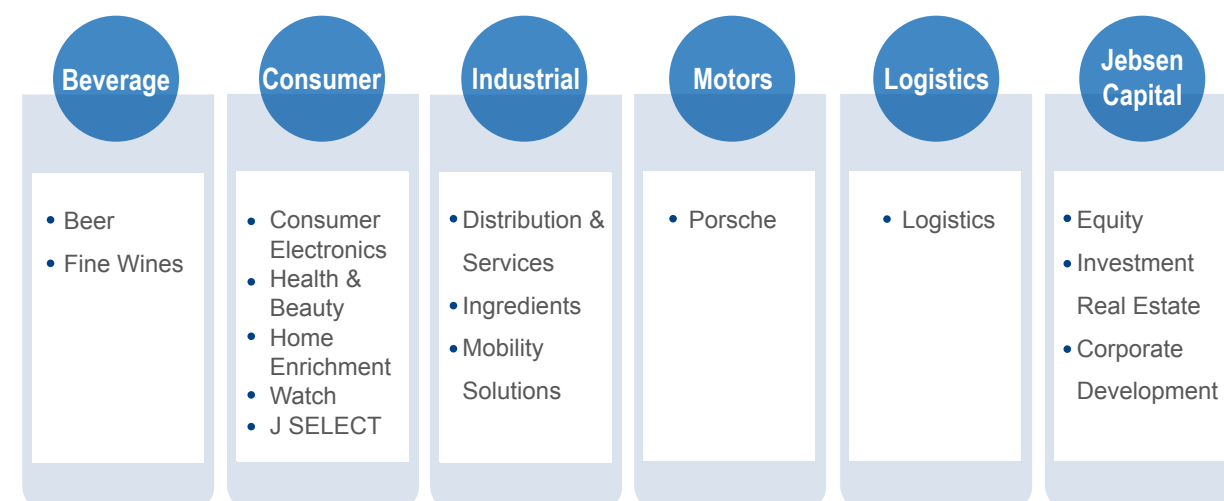
Taiwan Market

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

Business Lines

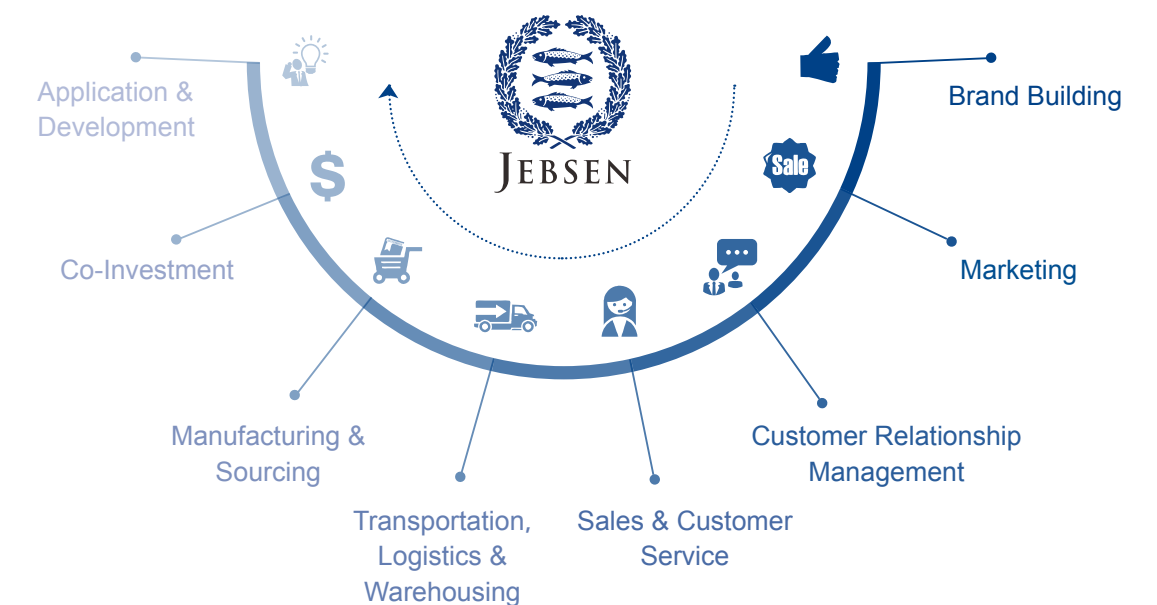
In 2017, Jebsen continued to embrace this growing prosperity and worked diligently to meet Chinese consumers' increasing demands for quality products and services. Specifically, Jebsen focused on optimising its product portfolios and channels, enhancing customer service and innovation to strengthen its corporate capabilities. These focuses also led to a corporate restructuring, as the Group set up Jebsen Capital to complement current business lines: Jebsen Beverage, Jebsen Consumer, Jebsen Industrial, Jebsen Motors and Jebsen Logistics.

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.



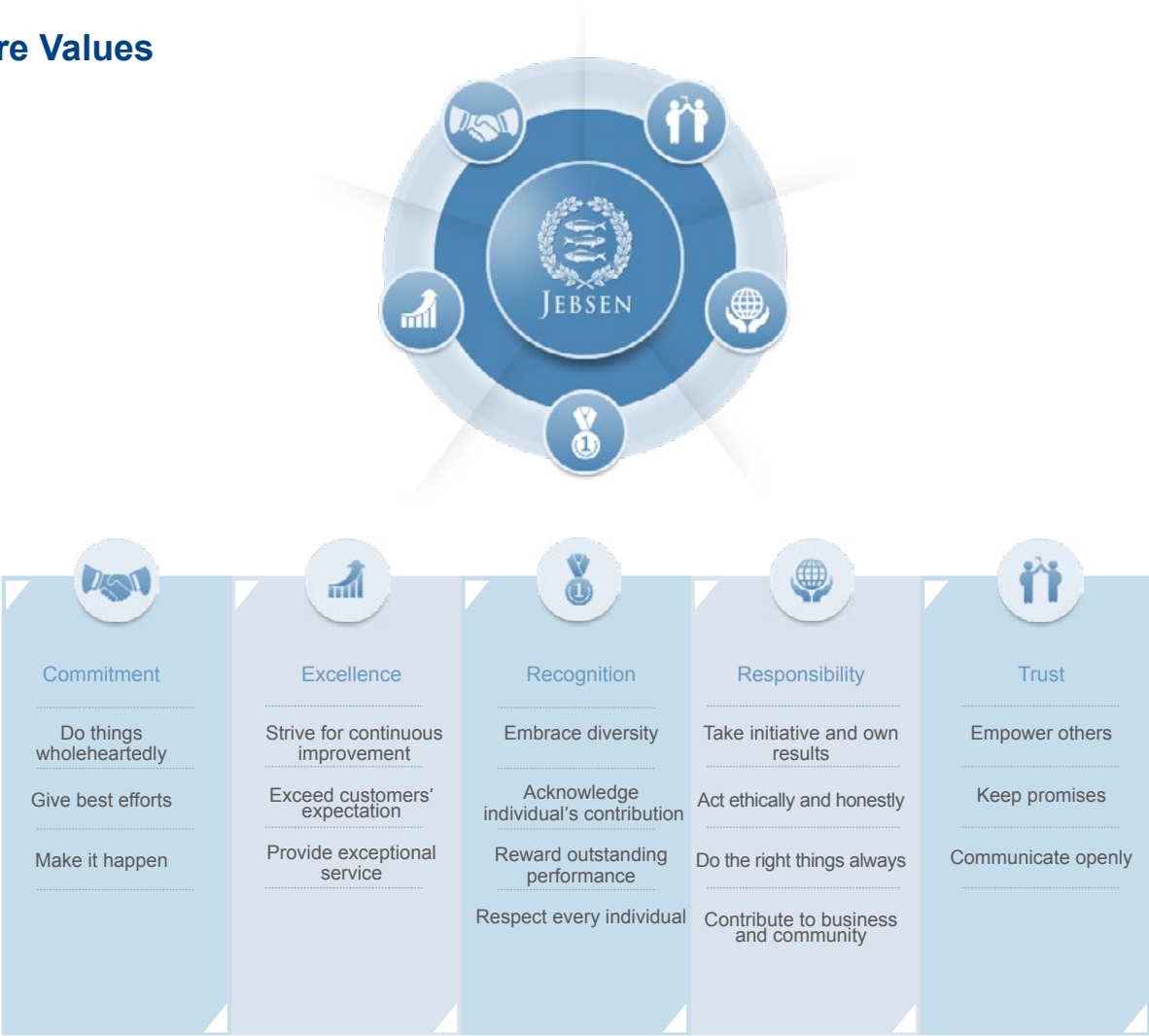
Development Philosophy

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

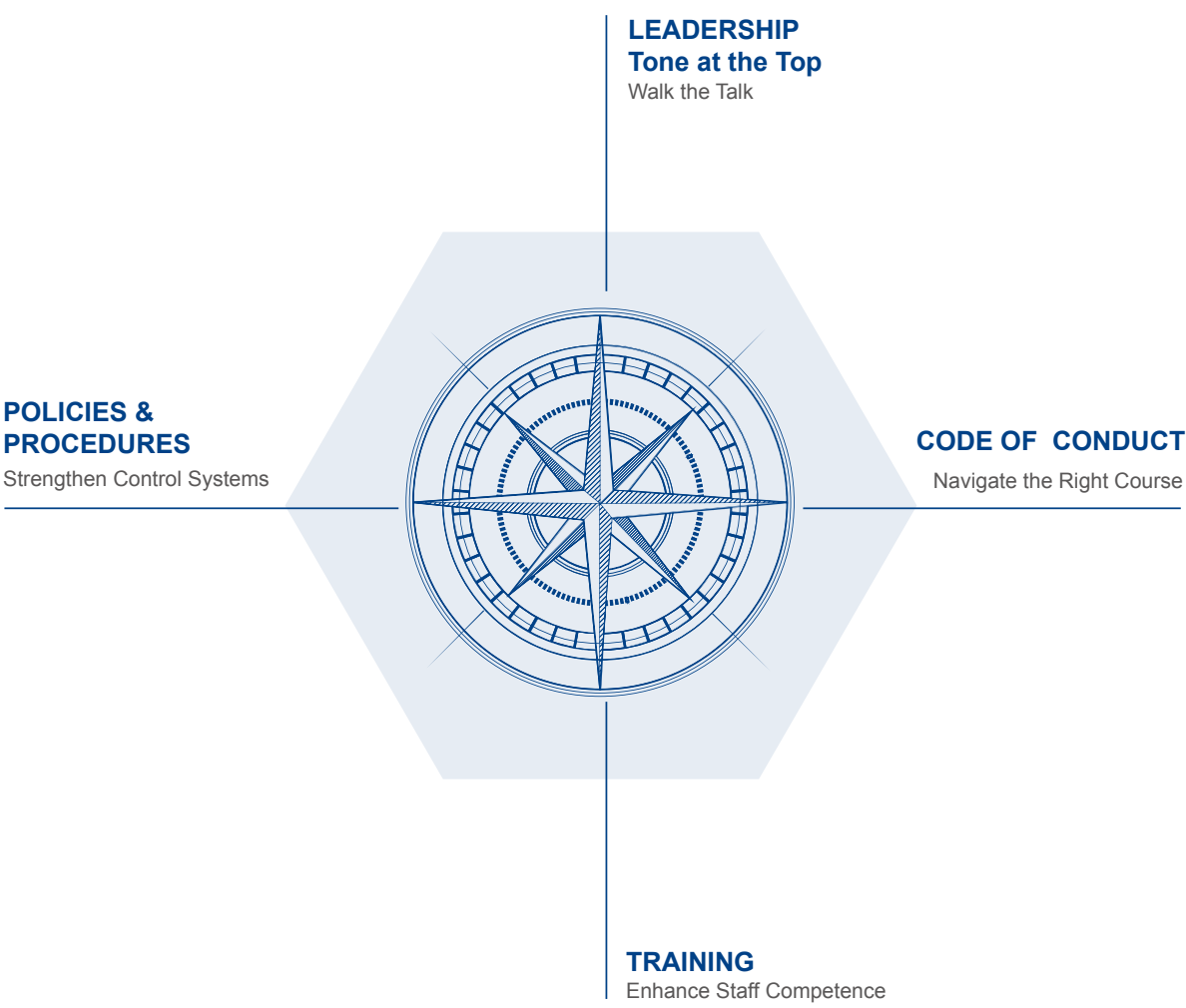


Compliance Management

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





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. 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, above-board and ethical manner is not only mission critical to safeguard the credibility and reputation for the Group, but also important to individual staff members.



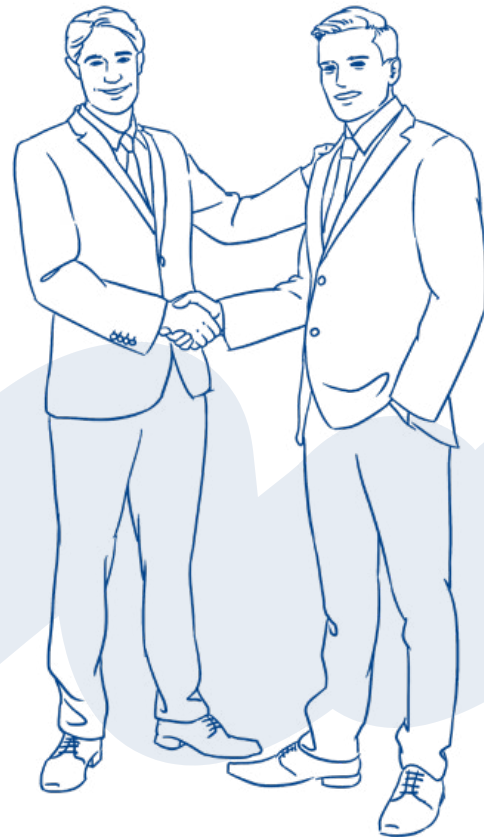
Policies & Procedures

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 Line 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.



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 units 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. Internal Director, Jebsen Group reports to the Group Managing Director administratively and the Board of Directors functionally to ensure independence. Jebsen staff and business partners can report any malpractice observed, or raised their concerns to management and Internal Director, Jebsen Group 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.



Information Security

Information and the insights that come with it, can easily make or break a business. For Jebsen Group, protecting confidential information -- not only its own, but that of its customers, partners and principals -- is of the highest priority. Given the rapidly changing business landscape and the emergence of new and advanced technologies, the Group released a new Confidential Information Policy in April 2017, making staff's access to confidential information strictly on a need-to-know basis and passing the specified authorisation process before accepting any confidential information.

The Confidential Information Policy can help employees understand what areas are under confidential information protection, under what situation or process can they access it, and how they should protect it from unauthorised disclosure in their daily work. Together with the Group's Code of Ethics and Business Conduct, the Confidential Information Policy is another step that we are taking to ensure that Jebsen staff shall behave in a professional manner when securing information and safeguarding the trust our stakeholders placed on us.

“

We require our employees never ignore a potential 'red flag' - an indicator that something might not be right. For instance, the source who provided the information requests us not to disclose his identity. This should be reported immediately. We have processes in place to handle such reports in strict confidence so employees need not worry about retaliation.

—Mr Jeffrey Lai, Group Chief Financial Officer

”

Social Responsibility Strategy

Guided by "Enrich People's Lives, Enrich Your Lives", Jepsen has taken economic, social and environmental factors into consideration during its strategy-making and operation, through working on CSR. With clear objectives and commitments, we established CSR management system and launched various CSR projects. This helps boost our employees' initiatives within the Group as well as receive wide recognition from the society.

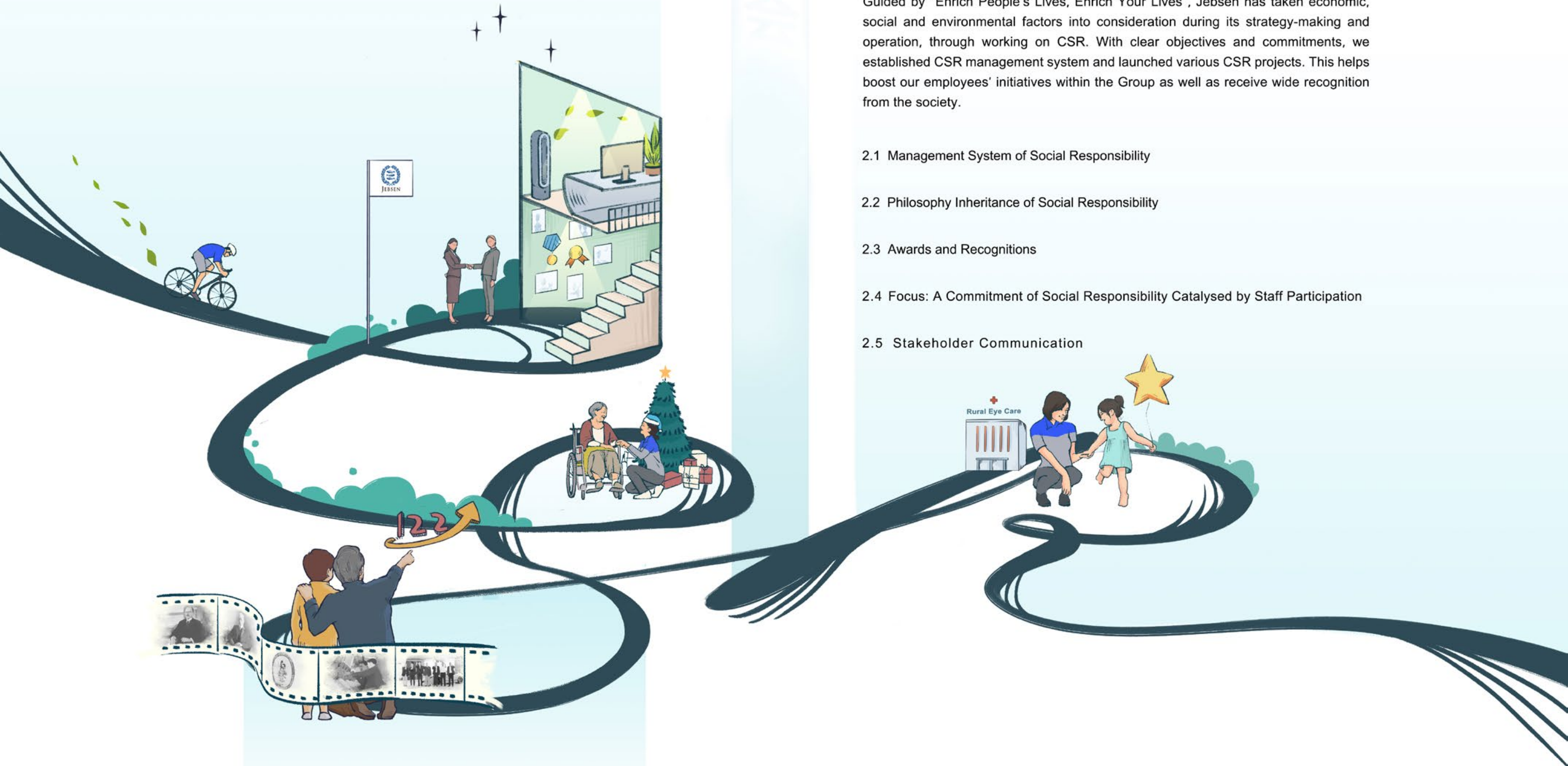
2.1 Management System of Social Responsibility

2.2 Philosophy Inheritance of Social Responsibility

2.3 Awards and Recognitions

2.4 Focus: A Commitment of Social Responsibility Catalysed by Staff Participation

2.5 Stakeholder Communication



Management System of Social Responsibility



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 pillars, including 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 the society.

Jebsen has set up a comprehensive CSR management framework. Led by the Group Managing Director, Jebsen's CSR Committee is responsible for coordinating and implementing CSR programmes, as well as supervising CSR management.



Philosophy Inheritance of Social Responsibility

"My great grandfather taught us that it is more meaningful to inherit family business than to inherit wealth." In the view of Mr Hans Michael Jebsen, current chairman of Jebsen and the 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. We understand 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 122-year of development.

The Jebsens also dedicated to bring its family concept into the practice of corporate social responsibility and convey its family value to all employees systematically. By the wide acceptance of corporate culture, on one hand, we improved employees' sense of belonging to achieve a company unity; on the other hand, we promoted employees' initiative in the participation of charity and let them witness how their strength can benefit the society through the company platform, to achieve a combination of the group and our employees in fulfilling social responsibility.



“

My great grandfather taught us that it is more meaningful to inherit family business than to inherit wealth.

—Mr Hans Michael Jebsen, Group Chairman

”

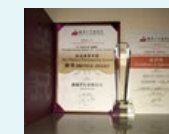
Awards and Recognitions

Jebsen's on-going efforts in feedbacking the community have impressed various relevant organisations, leading to a host of CSR awards received in 2017. These include:

2017 CarbonCare® Label Award for the fifth consecutive year
- Awarded by Carbon Care Asia, an International environmental protection organisation



2017 Hong Kong Community Volunteers Highest Participation Bronze Award
- Awarded by the Agency of Volunteer Service, Hong Kong



2016/2017 Hong Kong Sustainability Award - Certificate of Excellence
- Awarded by Hong Kong Management Association



2016/2017 Ten Years Plus Caring Company
- Awarded by Hong Kong Council of Social Service



2017 China Enterprise Social Responsibility Project Excellence
- Awarded by China Philanthropy Times

2017 Excellent CSR Practices of Foreign-Invested Enterprises in China
- Awarded by China Association of Enterprises with Foreign Investments & China WTO Tribune

2017 Responsible Brand Award
- Awarded at the 7th China Charity Festival



Focus: A Commitment of Social Responsibility Catalysed by Staff Participation

Jebsen's commitment of social responsibility is catalysed by staff participation. In Jebsen, we have always adhered to the idea that CSR should not be employees' passive acceptance but their positive participation, should not be just the Group promoting environment and social projects, but a combination of the Group and employees' efforts to fulfill Jebsen's social responsibility. With this top-down overall planning as well as each Business Line and office's positive participation, staffs' creativity has been released to fulfill public needs and serve the local community with series of charity programmes.



Walk for Millions

The annual Community Chest Walk for Millions was held on 8 January, kicking off a series of CSR activities in 2017. To support the Community Chest and our community, more than 130 Jebsen staffs and family members joined in this charity walk, and raised more than HKD 60,000 for 24 social welfare member agencies which provided "Family and Child Welfare Services".



Christmas Party at Elders' House in Siu Sai Wan

On 16 December 2017, Jebsen volunteers and their families visited the Elders' House of HKJC in Siu Sai Wan. They had a great time with over 60 old people, through magic performance, singing, story-telling, gift-distributing and having lunch together, to celebrate the coming of Christmas.



Food Bank

In March 2017, the annual "Food Bank-Lunar New Year Gift Transfer Program" witnessed that our colleagues generously shared their gifts and foods with underprivileged families and the elderly. All donations were distributed to the people in need by St James' Settlement.

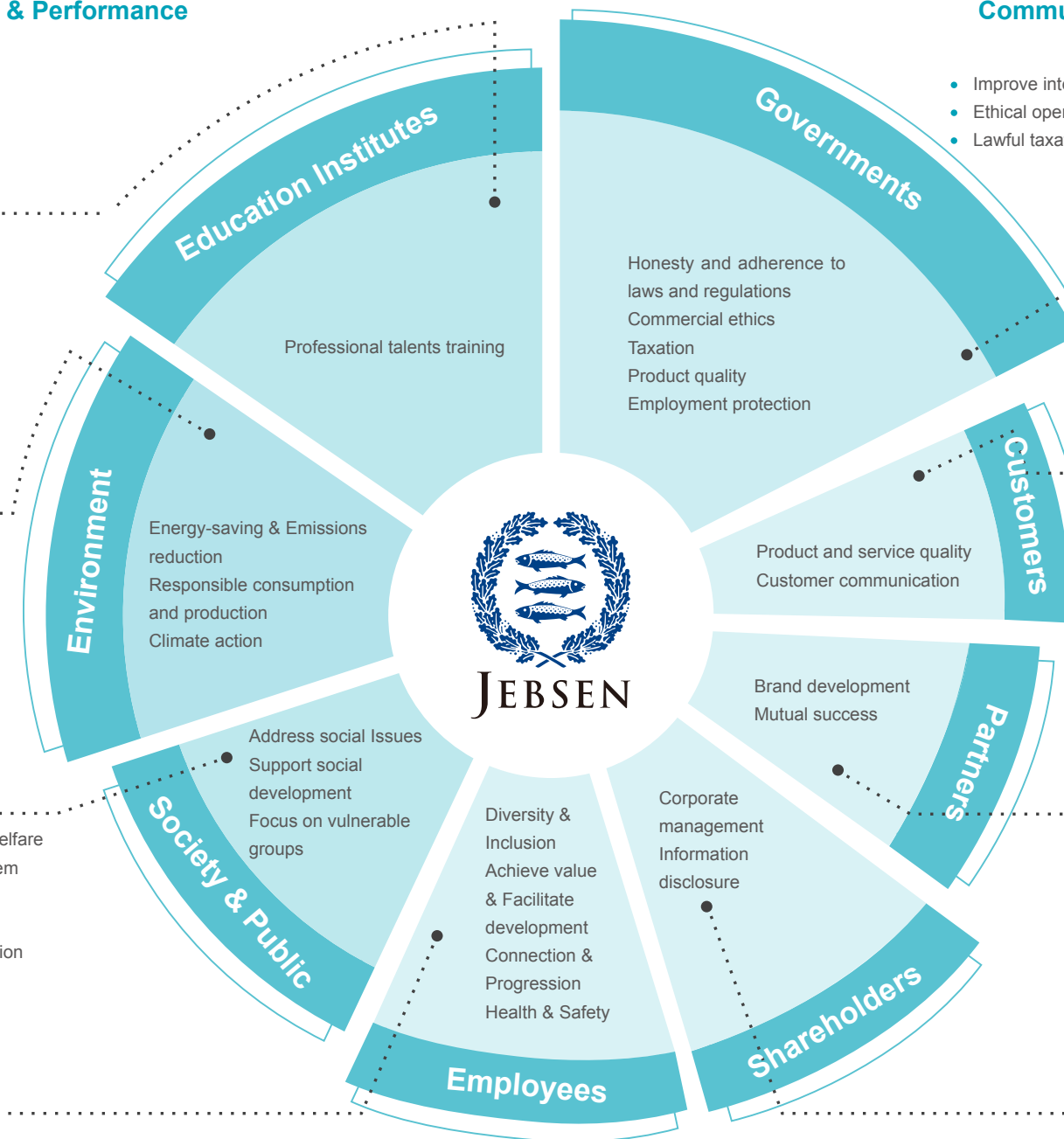


Stakeholder Communication

Having been a long way to become a marketing, distribution and investment organisation, Jebesen relates itself with extensive stakeholders ranging from governments, customers, partners, shareholders, employees, non-profit organisations to environmental and educational institutes. Attaching great importance to the communication with all relevant stakeholders, we have always committed ourselves to seriously take our operation's impacts on stakeholders into consideration, and proactively understand and address their diverse needs, so as to achieve positive interaction and mutual success. We are also looking forward to our partner's valuable opinions and suggestions on the development of Jebesen.

Communication Methods & Performance

- Education funds
- Internship & Apprenticeship
- Carbon management
- Carbon neutrality
- Green products and services
- Green office
- Green logistics
- Environmental protection activities
- Philanthropic activities
- Voluntary services
- Project Morning Star
- "Life is Art" Programme
- Well-structured staff salary and welfare
- Well-structured staff training system
- J Inspire
- Employee Insight Survey
- Learning & Development Discussion
- Staff well-being
- Staff voluntary activities
- Group intranet "Morus"
- Group's social media platforms
- Quarterly publication "Moments"



Communication Methods & Performance

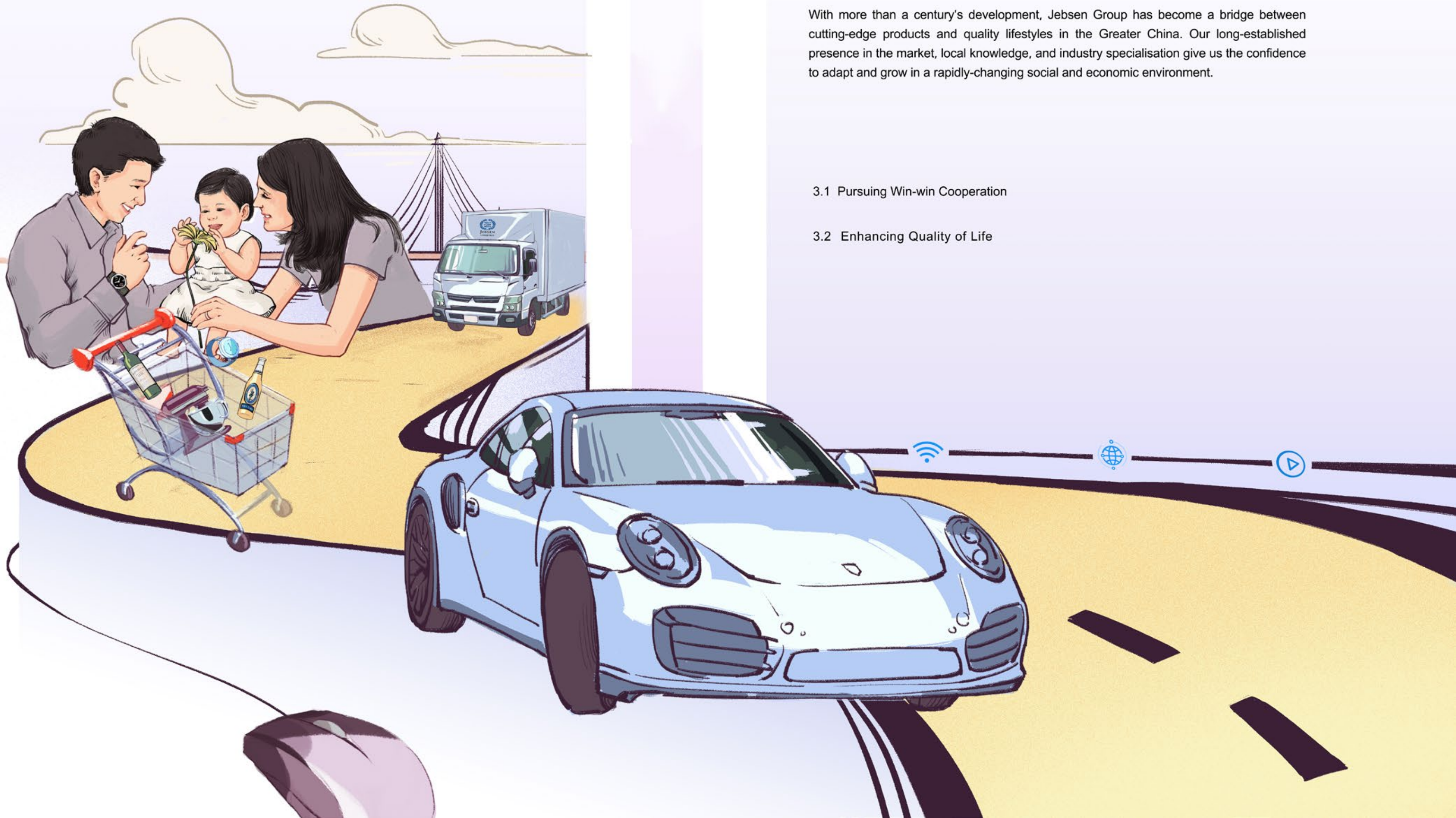
- Improve internal control
- Ethical operation
- Lawful taxation
- Strict quality control
- Response to government policies
- Provision of employment opportunities
- Customer satisfaction survey
- Product innovation
- Service quality improvement
- Customer activities
- Communication channels expansion
- Broad distribution channels
- Extensive logistics network
- Professional managerial talents
- Official websites of respective business lines and new media communication channels
- Quarterly publication "Moments"
- Board meetings
- Shareholder communications
- Regular disclosure of business information

Business Development

With more than a century's development, Jebsen Group has become a bridge between cutting-edge products and quality lifestyles in the Greater China. Our long-established presence in the market, local knowledge, and industry specialisation give us the confidence to adapt and grow in a rapidly-changing social and economic environment.

3.1 Pursuing Win-win Cooperation

3.2 Enhancing Quality of Life



Pursuing Win-win Cooperation

Jebsen Capital

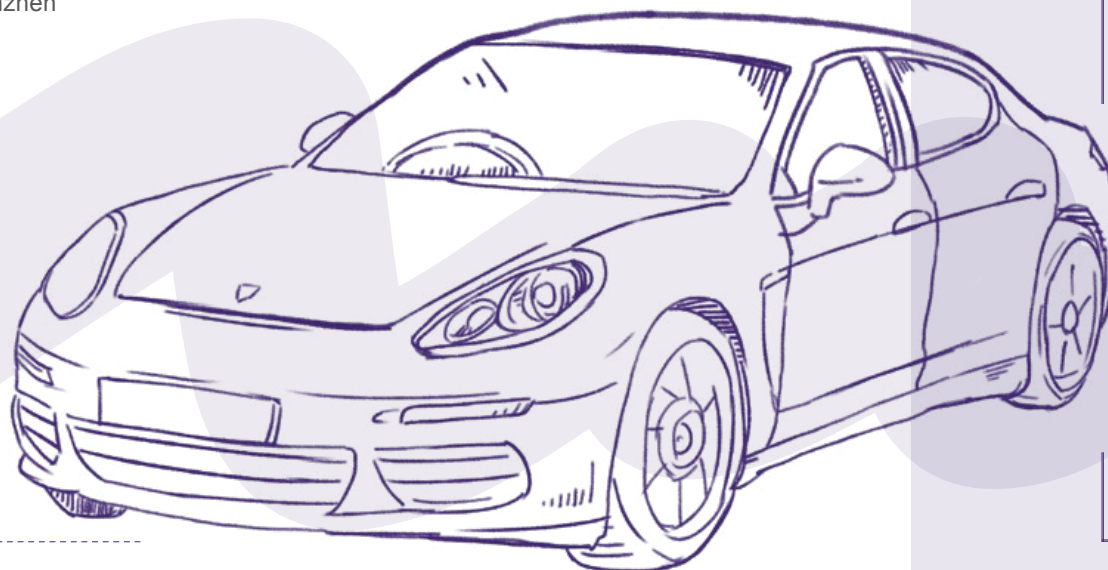
As an initiative to pursue growth opportunities in China through direct, structured, and scalable equity investments, Jebsen Capital will build on the Group's accumulated expertise in manufacturing, marketing and retail, financing, as well as project and stakeholder management in Greater China. Jebsen Capital will make direct growth equity investments in real estate and enterprise development to propel the growth of its portfolio companies. Jebsen Capital has achieved early success with its investment in MiniCC Storage, an ambitious company in Shanghai.



Jebsen Motors

As one of the largest Porsche dealers in the world, Jebsen Motors continued to build on its record of rapid business growth and industry leadership in 2017, delivering almost 9,000 cars and serving about 40,000 customers in workshops.

In 2017, Jebsen Motors continued to grow its retail presence as part of a commitment to deliver a superior experience to its customers, and broke new grounds in customer experience innovation. With 6 new silver and 4 new gold technicians, Jebsen Motors has 34 colleagues who hold the certifications. Jebsen Motors opened the Porsche Studio Guangzhou in November 2017, which is the first Porsche showroom in Asia. Jebsen Motors also opened Porsche City Service Centre Shenzhen Luohu in February 2018 – the first Porsche Centre to feature designs based on the Le Mans racing culture. Meanwhile, the opening of a new Porsche Centre in Nanjing is planned for 2019.



Asia's first Porsche Studio

16 November 2017 was a milestone for Jebsen Motors, as it officially opened Porsche Studio Guangzhou, which is Porsche China's 100th sales site, and the first in China to explore a new retailing pattern. The showroom, jointly developed by Jebsen and Porsche, brought a range of digital experiences to Porsche customers, as they can enjoy the Porsche Art in Motion as well as the Porsche brand heritage via Mixed Reality Technology. With this facility, customers are able to witness Porsche's global efforts to be the leading provider of digital solutions in the premium automotive segment.



Promoting standards of technique and service


Jebsen believes that cutting-edge facilities corroborate its uncompromising commitment to continually elevating its services, bringing customers with convenience and peace of mind. In May 2017, Porsche Centre Hong Kong opened a state-of-the-art Porsche Body & Paint Centre as well as Porsche Classic Partner, Asia's first stand-alone Porsche Classic Car Centre, in Tuen Mun. The new Porsche Body & Paint Centre is where experienced and Porsche-certified technicians using latest techniques and original equipment to restore Porsche's perfection. And, the Porsche Classic Partner, which integrates service, workshop and sales under one roof, is a part of Porsche's exclusive worldwide network. In addition, Porsche Centre Hong Kong also established a new Service Centre in Chai Wan.





Recognition & Awards

 Jebsen Motors awarded "Best Dealer group of Porsche Financial Services China"



 Porsche Centre Shenzhen awarded the Dealer of the Year, with all Jebsen Porsche Centres listed among the Top 10

 Jebsen Motors ranked No.1 in Porsche China Aftersales Quality Index

 Porsche Centre Shenzhen finished No.1 in Porsche Financial Services National Ranking

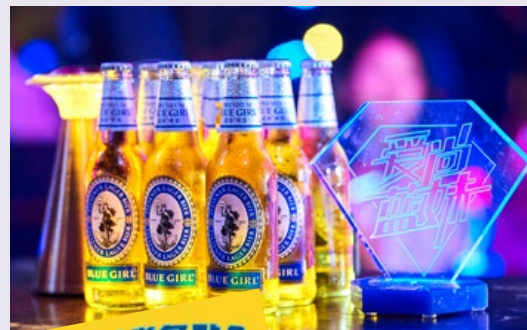
Jebsen Beverage

Jebsen Beverage finished 2017 in a strong position, with Jebsen Beer becoming the largest brewery in Hong Kong. Jebsen Beer's own proprietary brand, Blue Girl Beer, entered its eleventh year as the No.1 beer brand in Hong Kong by volume and value, and reported exceptional sales growth of 121% in Mainland China, up from 46% in 2016, continuing to be the leading premium beer brand in the Greater China market. Jebsen Beer also diversified its distribution offerings by adding the Japanese brand, Suntory, to its distribution portfolio.

In the wine category, Jebsen Fine Wines enjoyed steady sales growth of 5% in Hong Kong and 28% in Mainland China. Jebsen Wine Estates sold over 1.1 million bottles in Greater China in 2017, while Australian brand Kalamanda achieved a 217% increase in sales in the Mainland market. In Hong Kong, Jebsen Fine Wines became the first exclusive overseas partner of Japanese brand Juyondai, as its sake category delivered a 94% sales increase. This outstanding performance was due to Jebsen Fine Wine's drive to enhance customer satisfaction and evolve the product portfolio to best cater to the Chinese consumer tastes.

A taste of joyful moment

Jebsen Fine Wines constantly invest in and hold the share of best wine brands around the world, including Kalamanda, which is one of the eight brands owned or co-owned by Jebsen Fine Wines' sub-brand, Jebsen Wine Estates. In 2017, Jebsen Fine Wines launched a WeChat account for the brand to help local consumers to know South Australian wines better. And ahead of Chinese New Year in 2018, Jebsen Fine Wines also engaged famous Brazilian graphic designer and art director Demetrius Gonçalves to create a special Year of the Dog festive label. This is a local extension of Kalamanda's Wildlife series, where the labels are artistic interpretations of five native Australian animals.



Jebsen Consumer

While e-commerce is popular in China, shopping experiences at offline stores still remain important. To deliver an integrated online-offline experience and to create a seamless consumer journey across all engagement channels, Jebsen Consumer strengthened its omni-channel offering in 2017.

J SELECT, sub-brand of Jebsen Consumer, launched its J SELECT APP in 2017. In addition to two new J SELECT stores in Hong Kong, Jebsen Consumer opened its first Mainland China store in Beijing in March 2018. Furthermore, in 2017 Jebsen Consumer expanded its small domestic appliance portfolio to include more lifestyle and kitchenware brands, such as KitchenAid, Bodum and Smeg.



Abundant products and presence

In 2017, NOMOS, the German watchmaker represented by Jebsen Consumer, made waves with a new product line and a new channel presence. The new NOMOS Aqua is designed for active lifestyles, featuring the clean, streamlined design that the brand is known for. Meanwhile, the NOMOS Aqua series is now available from the brand's new Tmall store (nomos.tmall.com) and J SELECT. During Baselworld 2017, the watch and jewelry show, Jebsen Consumer invited its business and media partners to visit the NOMOS manufacturer and design studio, for a sneak peek into the brand's unique watchmaking technique and sustainable watchmaking philosophy.



2017 Store Awards

- 2017 The Most Promising Branding—Awarded by Shanghai Bailian Group
- 2018 fiscal year The Best Sales Awards—Awarded by LIVAT Centre Beijing
- 2017 The Best Counter—Awarded by Shanghai PARKSON
- 2017 The Best Branding—Awarded by Wuxi YAOHAN
- 2017 The Best Branding—Awarded by Wuxi IFS Group





Jebsen Industrial

To expand its geographical coverage and service capability in Asia, while honing in on its expertise, Jebsen Industrial implemented a new business structure comprising of Distribution & Services, Ingredients and Mobility Solutions in 2017.

The Distribution & Services division diversified its services in 2017. Jebsen Building Products successfully delivered customised building product solutions to large-scale projects and expanded its portfolio. The Dalian Spindle Repair Centre improved productivity by 38% and achieved 126 successful repairs through process optimisation. The collaboration with Angenieux produced Jebsen's own zoom lens for the cinematic & broadcasting industry in Asia.

The new Ingredient division is a joint venture partnership between sister companies, Jebsen Group and Jebsen & Jessen Southeast Asia. This new joint venture brought together the expertise of the two organisations, and established a strong regional presence that shall deliver better service to customers.

The Mobility Solutions division opened a new Jebsen-TCG plant in April 2017, increasing manufacturing capacity from two lines to ten. The total capacity of the new factory is estimated to be four million oil pumps and coolant pumps a year.



Sustainable solutions for the future of energy

Fuel efficiency and emissions continue to be a key challenge for the power industry, especially as China ramps up efforts on greening its industries. At the annual G-Power tradeshow which held in May 2017, Jebsen Industrial collaborated with John Deere, the Globally renowned engine manufacturer, to showcase diesel engines for generator sets, industrial use and marine applications, which hold a proven record of emissions reduction, best-in-class fuel economy and rugged durability, which is highly valued in today's business environment. In 2017, John Deere has also marked the 20th year of its partnership with Jebsen Industrial with an award, acknowledging Jebsen Industrial's excellent service and outstanding achievements in promoting its products in Greater China.



Localisation expert of the technology promotion

Joint ventures of Jebsen Automotive Technik are known for partnering with global component supplier to establish their local business and introduce advanced products and technologies into China. During the Auto Shanghai 2017, a highly regarded automobile industry tradeshow held in April, visitors had the opportunity to take a view on the solutions presented by Christian Bauer and DBK, as well as the three joint venture brands of Jebsen Automotive Technik, Mitec-Jebsen, Jebsen-TCG and MSR-Jebsen.



We invest in joint ventures to establish localisation plants in China, and it is the synergy between two equal partners that allows us to thrive. Our partners from Europe bring the technology while we contribute the managerial know-how and 120 years of business experience in China. This model has proved to be highly successful.

— Mr Alfons Mensdorff-Pouilly, Managing Director of Jebsen Capital



Enhancing Quality of Life

It takes a multi-pronged sales approach to serve the public's diversified lifestyles and purchase demands. Meanwhile, the wave of consumption upgrade had a significant impact on China's retail industry, bringing challenges for better quality and higher efficiency, and shifting the focus of competition from price to quality. In view of this, Jebsen continues to dedicate in its core purpose of "enrich people's lives by providing a choice of quality products and services", and proactively adjust its operation strategy to involve the idea of "enhancing quality of life" into its business practice. The results have proved this strategy to be right.



Innovate Channel of Shopping, Promote Quality of Life

Even before the term "consumption upgrade" was coined, Jebsen Consumer has been serving this shift in consumers' behaviour. As China's middle-class began to come of age, the Group predicted that more consumers would seek products that serve more than one function and would enrich and uplift their lifestyles. This is why Jebsen Consumer launched J SELECT, which is now hitting its stride with notable achievements in both Hong Kong and Mainland China with an online-to-offline (O2O) strategy.



It was a natural evolution for Jebsen Consumer to shift from being a distributor to a brand-builder. As a niche market player with a long-term view of the market, the price war has never been our battle. To us, price competitiveness is not a sustainable strategy. Instead, we invest in building and managing brands, telling their stories and demonstrating their value to our consumers.

— Mr Denis Li, Group Director



J SELECT

Online Shopping

- 24/7 convenience
- jselect.hk & jebsen.tmall.com



Offline Shopping

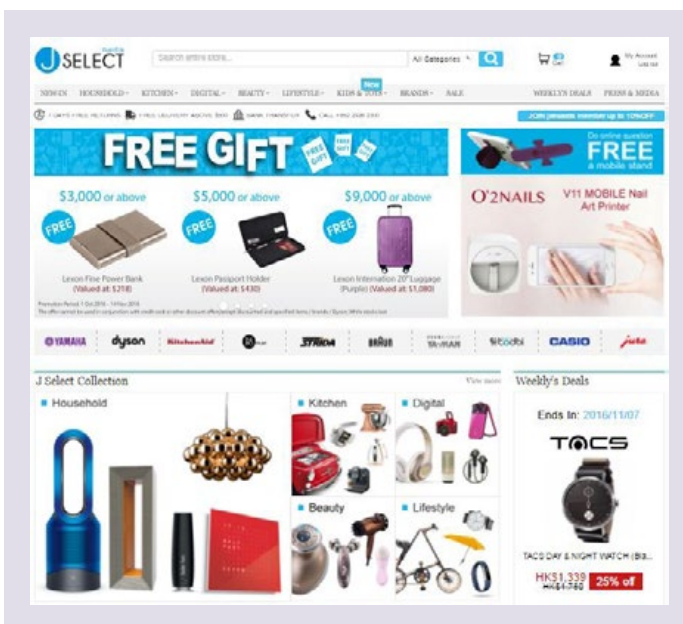
- Experiential shopping
- 5 physical stores across Hong Kong





For the offline part, in 2017, J SELECT opened its fourth and fifth physical store in Hong Kong, at Pacific Place and Yoho Mall respectively. Hand-picked by Jebesen Consumer, the store presents some of the best lifestyle products, including KitchenAid's premium kitchen appliances, Porsche branded merchandise, NOMOS series of luxury watches, Dyson's best-selling home appliances and more. In 2017, Jebesen Consumer also continued to find new and innovative ways to engage its shoppers. Its latest offering takes the form of a new shop-in-shop concept for department stores, which focuses on presenting premium, high-quality home and lifestyle products and is staffed by a well-trained team that is able to provide consultations and recommendations to shoppers.

For the online part, following the trend of e-commerce, Jebesen Consumer actively established an online business despite its extensive physical distribution channel network across Mainland China and Hong Kong. In 2013, Jebesen Consumer extended J SELECT's function as an e-commerce platform, providing consumers with convenience of online shopping through jselect.hk and jebesen.tmall.com. In 2017, J SELECT Tmall Store achieved great success ranking among the top 30 stores of Tmall in the consumer electronics category.



Adopting Two Local Conditions, Filling Two Different Glasses

The fine wine industry is the one traditionally rooted in Europe, but this is clearly changing with the emergence of countries like China challenging the status quo. Analysts agree that China is on track to becoming the world's second largest wine market by 2020, overtaking Britain and France with a market valued at USD 21 billion. The wave of consumption upgrade have made high-quality beverage, not only fine wine, a part of Chinese consumers' pursuit for quality life, therefore creating a tremendous market demand.

This trend is an opportunity for Jebesen Fine Wines, after being established in 1991, which quickly rose to become one of the region's largest independent distributors. In 2017, Jebesen Fine Wines represented over 80 agency brands in addition to a family of proprietary brands which are under its own management. We also understand that while a diverse portfolio that caters to different palates is important, the ability to accurately position this portfolio to appeal to the unique market needs of Mainland China and Hong Kong is just as critical to business success.

We adopt the three "E"s strategy in Mainland China. In recent years, younger generation among the newly raised middle-class consumers have now become the driving force of the demand for fine wine. To serve this segment, Jebesen Fine Wines adopts a three "E"s strategy — e-commerce, engagement and education.



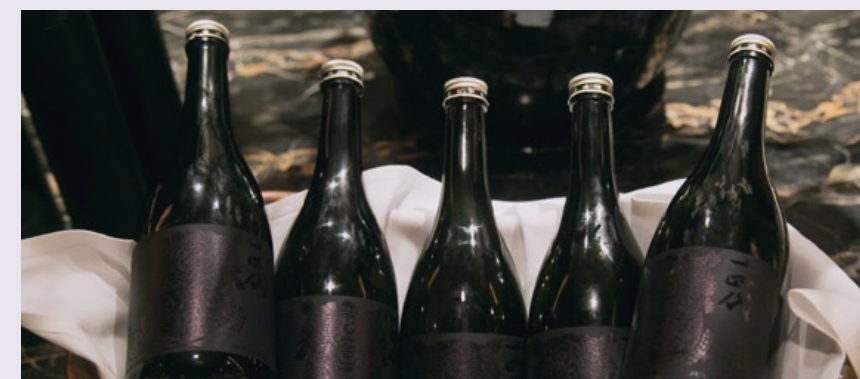
“

The Mainland China consumers regard wine as a personal lifestyle choice. They are likely to drink wine more regularly but at mainstream prices. They fully embrace the online shopping experience and trust the payment platform. This is not yet a sizeable part of our business and it is price-sensitive, which is why engagement and education is key to firmly positioning their brands in the market.

— Mr Gavin Jones, Managing Director of Jebesen Beverage

”

We pursue the ubiquity of choice in Hong Kong. Fine wines enjoy a more established position in Hong Kong, with the import jumping from 24 million litres in 2008 to 35 million litres in 2016. Jebesen Fine Wines prides itself on serving up choices, as it expanded its portfolio from wines, spirits and waters to include Japanese sake. The rice wine has become a special offering by Jebesen Fine Wines. In 2017, Jebesen Fine Wines partnered with many renowned sake labels, and was selected as the first ever official Juyondai partner, a favourite sake brewery in Japan.



Environmental Conservation

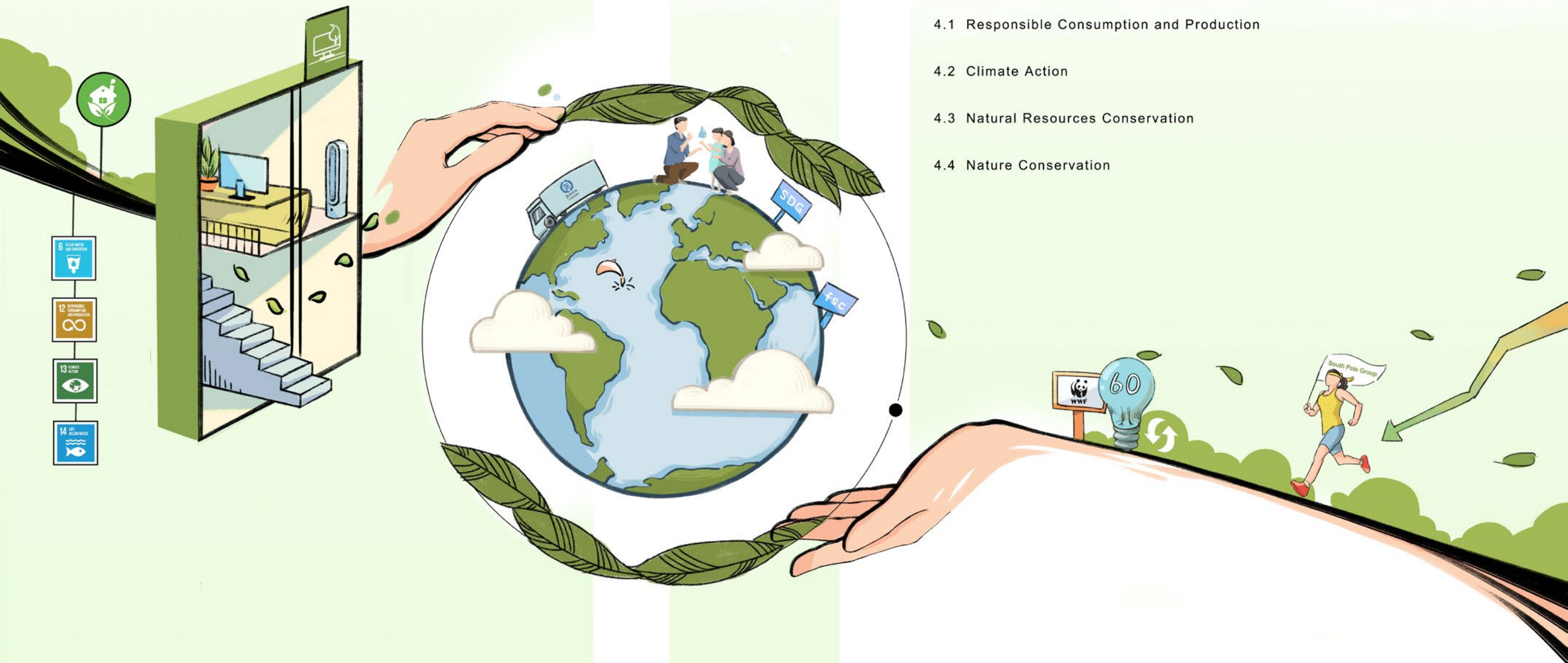
Jebsen Group persists in establishing an environment-friendly corporation. Together with its employees and stakeholders, the Group has made great efforts in energy-saving and waste reduction projects, so as to comply with environmental laws and regulations. Jebsen's five focuses in environment related areas are: Carbon Management, Green Office, Green Logistics, Green Initiation and Nature Experience.

4.1 Responsible Consumption and Production

4.2 Climate Action

4.3 Natural Resources Conservation

4.4 Nature Conservation



Responsible Consumption and Production



UN Sustainable Development Goals | SDG 12: Responsible Consumption and Production

Sustainable consumption and production is about 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. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

Jebsen Group not only cooperates with manufacturers of environment-friendly and energy-saving products to promote green products and innovative green technologies, but also introduces environment-friendly facilities and measurements into its logistics and offices. The Group pays attention to improve the environmental awareness of its employees as well as energy-saving actions.



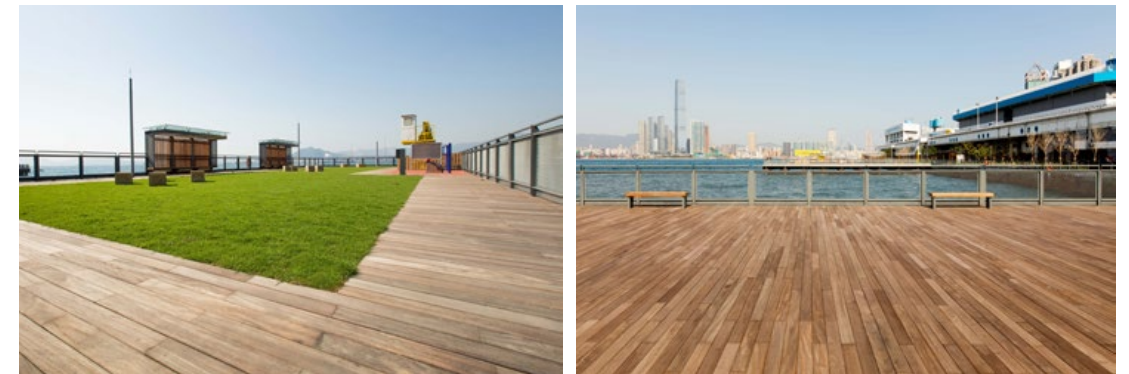
Green Building Products

Green building products is the key component of Jebsen's Building solutions. Jebsen is dedicated to sourcing green and safe building products for its customers, and facilitating customers in getting green certification. The Group has made outstanding achievements and accumulated extensive practical experience in terms of water/energy saving, reuse and recycle, and natural resources conservation. Jebsen had participated in many green building projects in Hong Kong, including Hong Kong Children's Hospital, Hong Kong-Zhuhai-Macau Bridge facilities, Phase I and Phase II Project of Kwun Tong Promenade and Zero Carbon Building Project for the Construction Industry Council, etc., which provides the community with green leisure zones and facilities.



Green decking system for an enhancement project in Hong Kong

The new Harbourfront Enhancement and Revitalisation Project at the Western Wholesale Food Market (WWFM) has chosen our environment-friendly decking system to revitalise the open space along the waterfront area of Hong Kong. The contract involved the supply and installation of FSC certified timber decking and robust pedestal support system, covering 1,300 square meters of the leisure zone. The patented decking board profile without exposing fasteners and screws are supported by aluminum track joists instead of traditional wood joists, offering a safe and hard wearing decking that can stand up to the wear and tear of high traffic.



Environmental Solutions

Jebsen Industrial is a trusted partner and leading Business Growth Solutions provider with a focus on environmental solutions in Greater China. With focus on being green, clean and contributing to the community's health and well-being, Jebsen Industrial provides advanced gas-fueled, clean diesel engine technologies, renewable energy systems and recycled premium oil. We tailor energy solutions to our customers' exact requirements, from design and budget proposals to complete installation and maintenance services.



Green Logistics






Jebsen Logistics sets its focus on energy saving in the automobile fleet and on enhancement of drivers' energy-saving awareness as well as the improvement of air quality. In 2017, the Group purchased two more diesel trucks meeting the Euro V standard. By the end of 2017, the Group has a total of six such trucks and will continue to enhance Green Logistics.



Green Office

To save resources and lower carbon emissions, Jebsen Group adopts environment-friendly technologies and green business management, to reduce energy and resource consumption in the daily operations. Therefore, all departments continue to reduce water, energy and paper consumption accordingly.

New green actions taken by Jebsen offices in 2017

- Renovated the printers in partial of its offices; each printer was estimated to reduce **12.8%** of energy consumption 
- Replaced tissue dispensers in partial of its office washrooms from single ones to twin jumbo roll ones; the action decreased tissue usage by **23%** during April to December compared with 2016 
- In order to minimise the usage of paper cups, Jebsen encouraged its staff to use their own cups; **no paper cup was provided at Hong Kong headquarters** 
- Lighting tubes of each Jebsen office have been **replaced with LEDs**, which can further enhance the Group's energy-saving performance 
- Encourage green and centralised purchasing, select energy-saving and environment-friendly office consumables with good quality; procurement of energy-intensive equipment or products which are banned by government is not allowed 

Green Initiation

Jebsen Group strives to improve staffs' awareness of environmental awareness. Through activities of green initiation, the Group hopes to enhance its employees' green behaviours, and guide them to integrate this behaviours in their daily work.

Handmade soap from used coffee grounds

In order to make the best use of things, Jebsen Group organised a series of workshops about waste utilisation in its major offices and Porsche Centres in Greater China Region. In these workshops, participants were taught to transform used coffee grounds into handmade soap. Used coffee grounds are natural deodorant, detergent as well as skin care material. Transforming used coffee grounds into soap not only reduces waste and saves costs, but also makes sure that the soap has no artificial additives and chemicals.



Climate Action



UN Sustainable Development Goals | SDG 13: Climate Action

Climate change is now affecting every country on every continent. It is disrupting national economies and affecting lives, costing people, communities and countries dearly today and even more tomorrow.

Jebsen Group understands the importance of reducing carbon emissions as the starting point of sustainable development. The Group strives to mitigate its impacts on climate change during its operation, by conducting strict carbon audit and correlated carbon management, as well as promoting environmental protection to the Group and its stakeholders.

Carbon Audit

Jebsen has established a dedicated Carbon Audit Team which continues to conduct carbon management work and prepares annual carbon audit report every year. The report will be reviewed and confirmed by a third-party organisation, Carbon Care Asia, to increase the accuracy of the reported data. Based on the carbon audit results, Jebsen strengthens the Group's internal energy consumption management, and contributes to responding to global climate change.

Carbon Performance

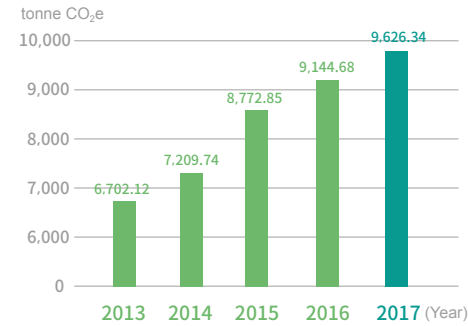
According to the verified Carbon Audit Report, Jebsen's total carbon emissions in Hong Kong, Macau and Mainland China in 2017 was 9,626 tonnes of CO₂e (inclusive of direct and indirect emissions), which was slightly higher than previous years due to business expansion. The Group's carbon intensity has decreased by 5% to 652 tonnes of CO₂e per billion HKD compared to the 2016 level of 686 tonnes of CO₂e per billion HKD, while it dropped by 10% compared to the 2009 baseline level of 722 tonnes of CO₂e per billion HKD.



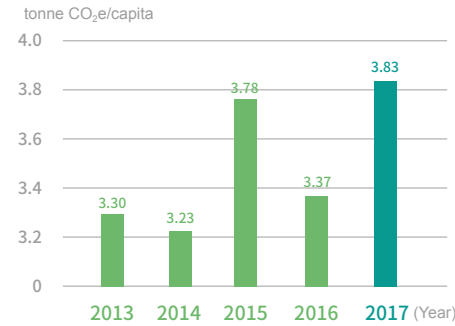


Carbon Performance

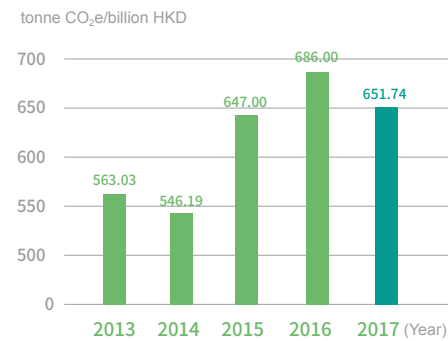
2013-2017 Jebsen Group Carbon Emissions



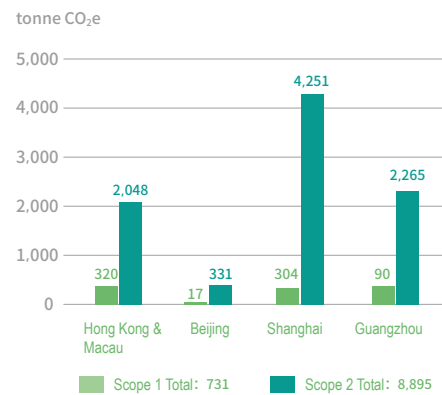
2013-2017 Jebsen Group Carbon Emissions per Capita



2013-2017 Jebsen Group Carbon Intensity



2017 Jebsen Group Scope 1 and Scope 2 Carbon Emissions by Locations



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 invested in green projects and purchased carbon credits, in order to offset its carbon emissions and achieve carbon neutrality. In 2017, we contracted with South Pole Group to invest in two climate friendly projects, Siam Cement Biogas Project in Thailand and Anhui Suzhou Biomass Project in China, and purchased 9,145 tonnes of carbon credit, which met with Jebsen's commitments.



Supporting the Earth Hour of WWF

As a founding and double diamond member of WWF's Hong Kong Corporate Membership Programme, Jebsen has supported Earth Hour for the ninth year. During the event on 25 March 2017, 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 of environmental conservation. The Group hopes to inspire the staff to live a sustainable lifestyle, together with green consumption through small things in daily life. Employees were also encouraged to take their own eco-friendly actions and slightly change their lifestyles for reducing carbon emissions and mitigating atmospheric pollution.



CERTIFICATE OF CLIMATE PROTECTION

This certificate verifies that

Jebsen & Co. Ltd

has compensated

9,145 tonnes of greenhouse gas emissions

by investing in South Pole Group's climate protection projects:

Anhui Suzhou Biomass, China (Project Number 301663)
Siam Cement Biogas, Thailand (Project Number 300180)



Thank you for committing to bold climate action. Your contribution is not only a meaningful step towards mitigating climate change globally, but also changes lives for the better by contributing to the Sustainable Development Goals set out by the UN.

Renat Heuberger
CEO, South Pole Group

Certificate no. 101921

This certificate is issued by South Pole Group. For more information about our services and more than 500 climate protection projects, please visit: <https://www.southpolegroup.com/projects>. The CO₂ emissions indicated on the certificate are compensated through investments in the above mentioned carbon offset projects based on international standards.

12/08/2017



Natural Resources Conservation



UN Sustainable Development Goals | SDG 6: Clean Water and Sanitation

Clean, accessible water for all is an essential part of the world we want to live in. There is sufficient fresh water on the planet to achieve this. But due to bad economics or poor infrastructure, every year millions of people, most of them children, die from diseases associated with inadequate water supply, sanitation and hygiene.

Jebsen Group pays great attention to water crisis in the world, and realises the importance of water resource in the sustainable development of humanity. On one hand, the Group actively promotes new high-efficient water-saving products to its customers. On the other hand, it organises and encourages its employees to participate in charity fundraising which aims to provide water-drinking facilities of good sanitation and hygiene in water-shortage areas.

Water-Saving Products

Based on performance and industry needs, Jebsen has selected and provided a series of environment-friendly and water-saving sanitary products solutions. From public buildings to educational institutions, from medical facilities to commercial markets, the Group offers a tailor-made portfolio to meet specific customer requirements. Jebsen assists architects, designers and project owners in helping them choose the right product mix for optimal performance in design, durability, aesthetics and water savings.

Walk for Water

On 7 May 2017, Jebsen staffs and their families joined the Walk for Water charity event, carrying 4.5 litres of water on their back over a 3-km trail to experience the hardship of villagers in places like Nepal, Cambodia and China's rural area. Their charitable action helped raise funds of HKD 4 million to build water facilities for those in need, and wake public attention on the water shortage issues.



Nature Conservation



UN Sustainable Development Goals | SDG 14: Life below Water

Our rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe, are all ultimately provided and regulated by the sea. Throughout history, oceans and seas have been vital conduits for trade and transportation. Careful management of this essential global resource is a key feature of a sustainable future.

Jebsen Group positively takes part in ocean conservation, and organises related activities for its staffs, with the hope that education could strengthen its efforts on marine ecosystem protection.

Marine Education

Jebsen Group organises a series of environmental protection activities. On 6 May 2017, Jebsen organised employees to visit Hoi Ha Marine Life Centre in Sai Kung, Hong Kong, to experience the natural heritage of precious marine ecological environment. Through this activity, the Group hoped employees could have a better understanding about ocean resources and conditions around Hong Kong. In the future, Jebsen will organise more eco-tours related to coastal environment and ecological conservation for its employees, in order to enhance their awareness about the importance of sustainable lifestyle in protecting marine ecosystem.



Staff Well-being

Jebsen upholds a people-oriented philosophy respecting every employee's contribution to the Group through daily routine, and striving to create a great workplace to all employees.

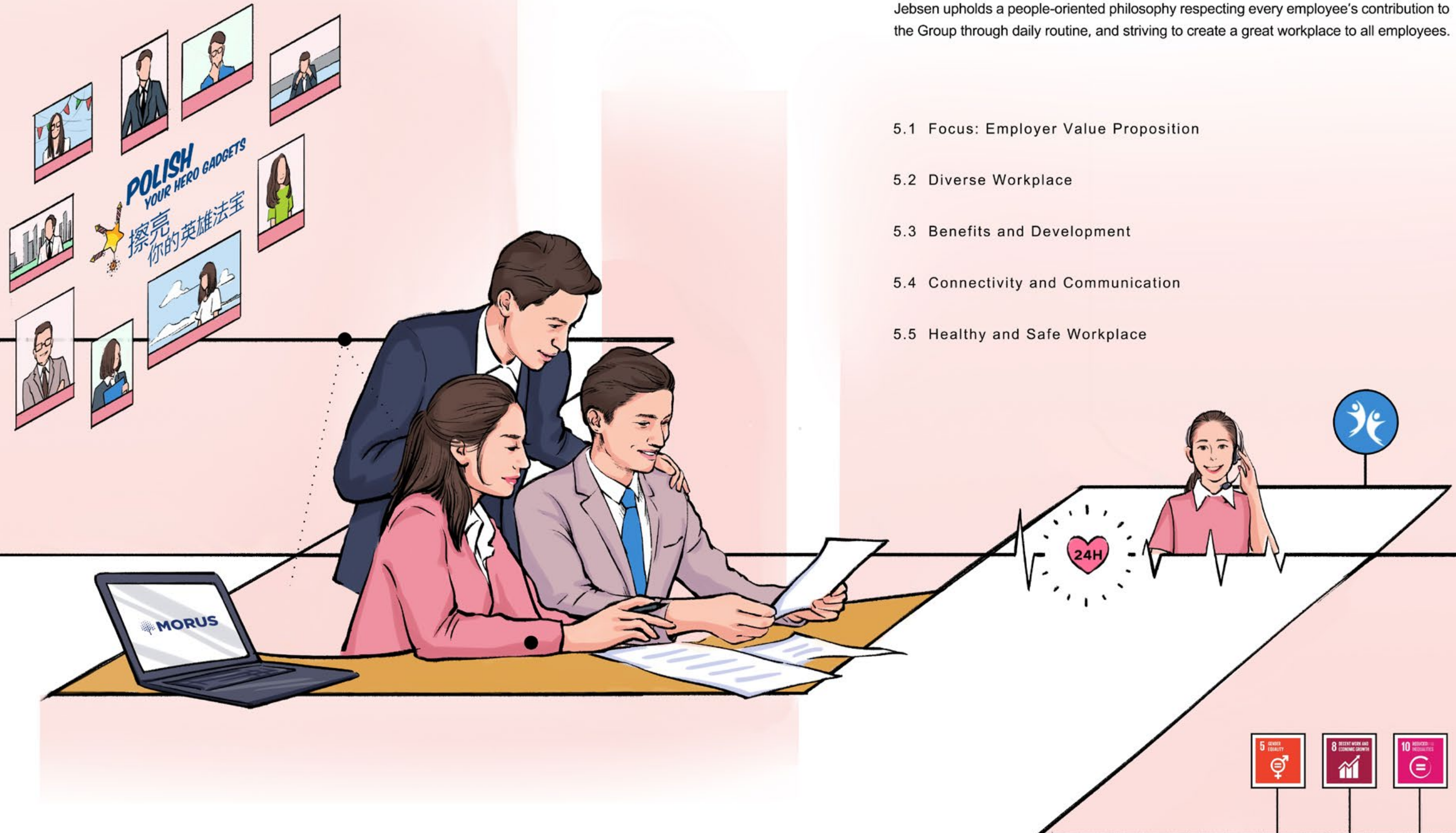
5.1 Focus: Employer Value Proposition

5.2 Diverse Workplace

5.3 Benefits and Development

5.4 Connectivity and Communication

5.5 Healthy and Safe Workplace



Focus: Employer Value Proposition



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.



Build Excellent Employer Brand

Jebsen constantly optimise its brand promotion as an excellent employer, such as posting series of employees' success stories on the Group's Career website and social media (e.g. LinkedIn), and engaging the public with its employer value concept and practice through public speeches and media interviews of the Group's senior executives.

Jebsen puts an emphasis on employee experience and communication, through which the employees could have a better understanding of its employer value proposition "Success Breeds Success". During its daily operation, Jebsen has made efforts to establish a "Success Breeds Success" environment, including notebooks, posters, intranet newsletters and emails to convey its employer proposition.

New hires' experience is also a key communication point with employees. Jebsen has developed a "90-Day Onboarding Journey", a training programme to help new staff systematically fit into their roles and accountability, acquire skills and knowledge, accept corporate culture, and build network with other colleagues.



Jebsen values and respects every employee, believes the values they created has contributed its business sustainability. Meanwhile, we offer our employees opportunities to enhance their ability and make improvement along with their dedication to contribute to the company's success. At Jebsen, "Success Breeds Success" is the commitment to attract and retain talents.

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. Since the inclusion of all job positions in the Framework in 2016, Jebsen's continuously fully integrated on-the-job training, staff development, staff communication and other platforms or projects.



Salute to Jebsen Heroes

Jebsen employees are the Group's most valuable assets, and an important driver of the Group's success. The "Salute to Jebsen Heroes" annual campaign since 2016 is intended to encourage employees to identify "professionals" around them, to inspire and drive all employees to refine their skill set in a specialised area and achieve better professional goals. In 2017, we launched the "Polish Your Hero Gadget" campaign, during which 115 employees among all nominated colleagues were awarded as Jebsen Heroes for their daily strive for excellence and contribution to our success.

In order to inspire more people, we interviewed some Jebsen Heroes and posted their success stories on posters, intranet Morus and our Careers Website. Moreover, we set up Heroes Walls in our Hong Kong headquarters, offices in Beijing, Shanghai and Guangzhou to recognise their role model values so as to encourage more staffs to learn continuously, add value to the Group while achieving their personal success.

• Heros Wall in Beijing



• Heros Wall in Guangzhou



• Heros Wall in HongKong



• Heros Wall in Shanghai

Jebsen Heroes Talk About Jebsen

Challenge, Stretch, and Milestone

Ms Saber Yang
Corporate Communications
Executive, Jebsen Group



I believe that many people have played Plant vs. Zombies, a game enthralling and fun. More importantly, I think it very well resembles my work at Jebsen - constantly facing and solving new challenges and adding value to myself.

I joined Jebsen three years ago as a CSR intern. After graduation, I officially joined as a corporate communications assistant and was later promoted to Corporate Communications Director. One of my most memorable milestones at Jebsen was to refurbish Morus, our internal communications system. To me who know little about science and technology, this project had really forced me to constantly learn from the designing and optimising of the new website. In addition, I also needed to collect information from different business departments by quickly grasp the nature of their work. What Jebsen has offered me over the past three years is the growing strength acquired from repeated defeats, and a non-compromising attitude in tough situations. I believe that as long as I am willing to break my limits and move out of the comfort zone, nothing could stop me from accomplishing the task. Jebsen has always encouraged its employees to face challenges, and has empowered us to play freely. My work has created me a confidence that will last forever, and enable me to meet any challenge.

As an Assistant Marketing Communications Manager, I am responsible for the marketing communication and projects of diverse consumer goods that Jebsen operates. Every day, I get to flex my brain and think of new ideas. In the fast-changing and competitive consumer market, it takes courage and a great deal of out-of-the-box thinking to hit a breakthrough.

I am reaching my 10th anniversary with Jebsen. In 2007, as a marketing assistant I was mainly responsible for organising products' press launch and related activities. My manager at that time was extremely supportive to me, and gave me a lot of valuable advice when seeing me in trouble, I was later promoted to Assistant Marketing Communications Manager, a position that offers far more complex challenges, and a transition from execution to decision-making.

In face of formidable undertakings, I am truly grateful to the Group for the confidence and flexibility it offers, which I enjoy much. My objectives for this year are to improve time management, and build up my capacity in branding, sales channels expansion and training. I cannot wait to broaden my horizon, and impress the public with out-of-the-box ideas of marketing.

Getting Creative

Ms Maible Tsui
Assistant Marketing
Communications Manager,
Jebsen Consumer



Diverse Workplace



UN Sustainable Development Goals | SDG 10: Reduced Inequalities

The international community has made great achievements in helping people out of poverty. The least developed countries, landlocked, and small island developing countries continue to make progress in poverty reduction. However, inequality still exists, and the distribution of health and education resources and other productive assets varies greatly.

As its headquarters is in Hong Kong and operates in Greater China, Jebsen has always been committed to creating a diverse and inclusive work environment for its employees, guided by the belief that "Within the four seas, all men are brothers". Jebsen respects each and every staff, and treats talents from diverse regions and backgrounds the same. For instance, the Group releases regulations and notices in both Chinese and English to facilitate the exchange between staff from different countries and cultures.

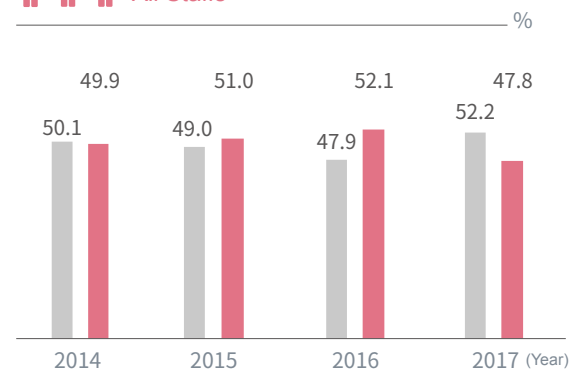
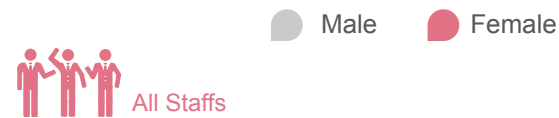
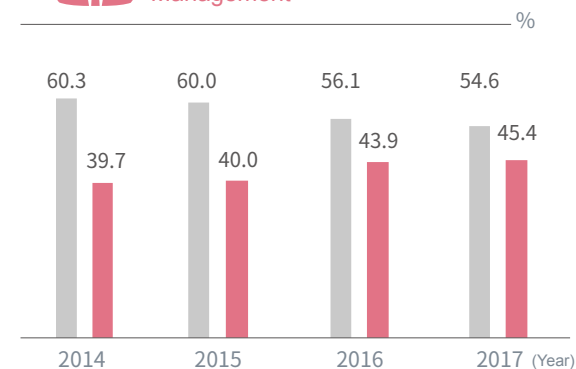
Diversification

By the end of 2017, Jebsen Group had 2,204 employees in the Greater China region, 43% of them were based in Hong Kong, Macau and Taiwan, while 57% were located in Mainland China. About 47.8% of the employees and 45.4% of management staffs were female given the Group's commitment to attract diverse talents.

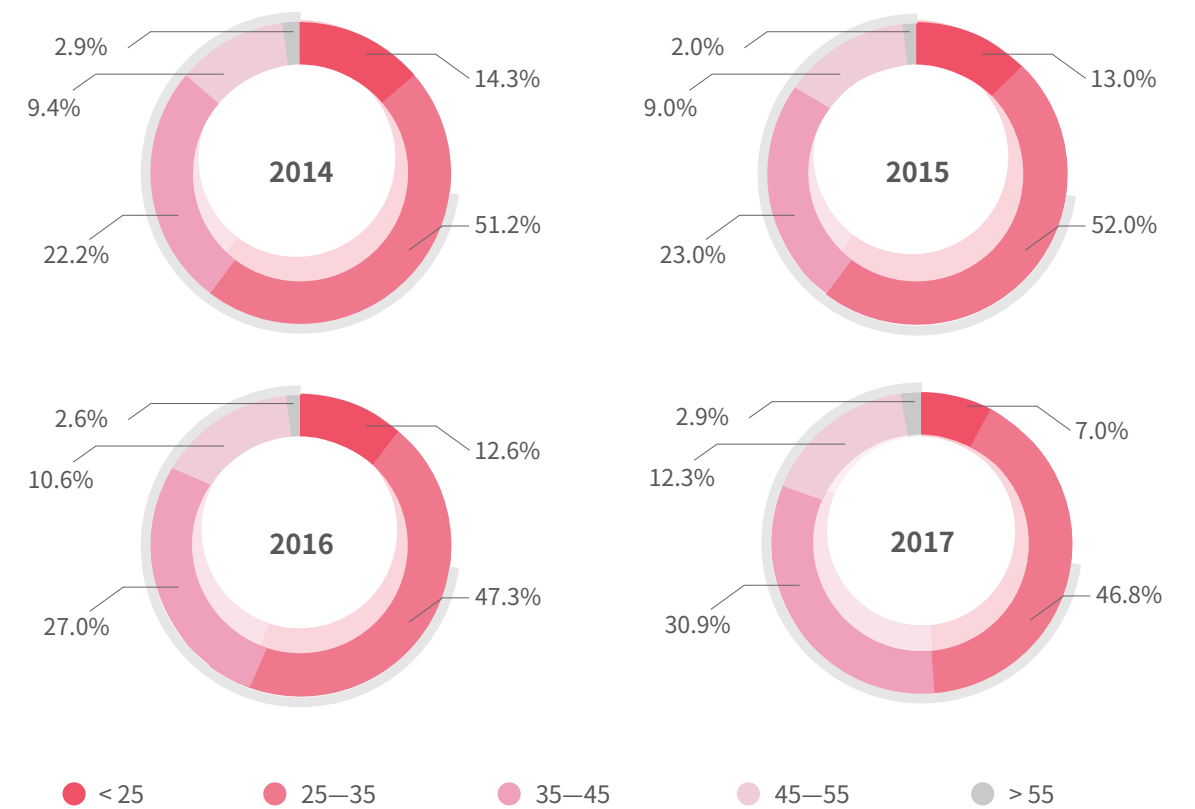
Total Number of Staffs



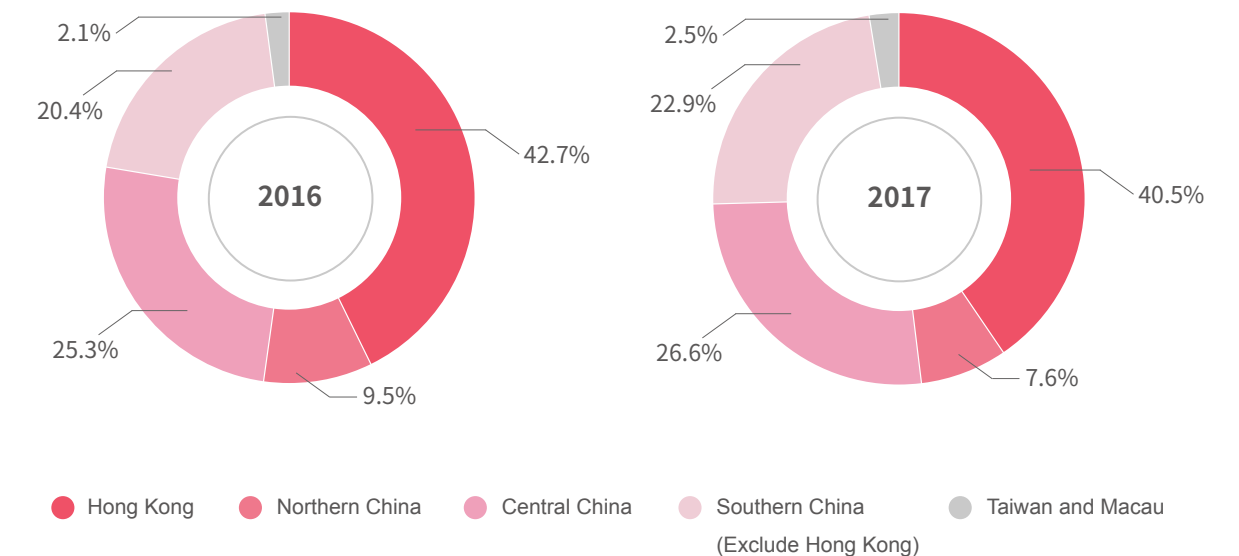
Gender Ratio



Age Distribution



Location Distribution





UN Sustainable Development Goals | SDG 5: Gender Equality

Gender equality is not only a basic human right but a necessary foundation for world peace, prosperity and sustainable development. Giving women and girls access to education, health care, decent work and participation in political and economic decision-making will promote sustainable economic development and benefit the entire society and mankind.

Care about Female Staffs

Nearly half of Jebsen's employees are female. As a company that is responsible and respectful of women rights, Jebsen has always attached importance to gender equality in staff remuneration, welfare and hiring. It also supports working mothers and other female employees with special needs. The Group helps working mothers in lactation period by providing them with breastfeeding facilities. We set up breastfeeding rooms in Hong Kong headquarters, and offices in Beijing, Shanghai and Guangzhou. The breastfeeding rooms equip with comfortable seats, wet wipes, separate washbasins, electrical outlets and dedicated refrigerators providing a quiet, hygienic and comfortable space dedicated for employees in lactation period.



Benefits and Development



UN Sustainable Development Goals | SDG 8: Decent Work and Economic Growth

Sustainable economic growth requires the society to create conditions that enable people to access quality jobs that can stimulate the economy without harming the environment. It also requires that all working-age population are provided with job opportunities and decent work environment.

Jebsen Group sees excellent employees as the foundation for its continued prosperity and development for more than a century. Therefore, it strives to create a fair and decent work environment, helps employees achieve personal value with ever improving remuneration and welfare, and provides them with professional training opportunities for self-advancement and progress. Thus Jebsen employees can share benefits and materialise their own growth from the development of the Group.

Staff Remuneration and Welfare

The Group follows lawful and fair employment practices. Apart from statutory social insurance plans, the Group also provides diverse supplementary benefits which contain Various Leaves, Group Life Insurance, Personal Accident & Additional Medical Insurance, Gift Vouchers, Condolence Allowance, Long Service Awards, Jebsen Scholarship (for staffs' children), etc. Meanwhile, employees can enjoy special discounts when purchasing products of certain brands that the Group operates.

Birthday Leave

Jebsen strives to create staff a family-friendly work environment. In 2018, we launched "Birthday Leave" which allows staff to take one more day of paid holiday within the month of their birthdays to celebrate together with their families and friends for better work-life balance. By 30 April 2018, a total of 280 staffs got this new benefit.

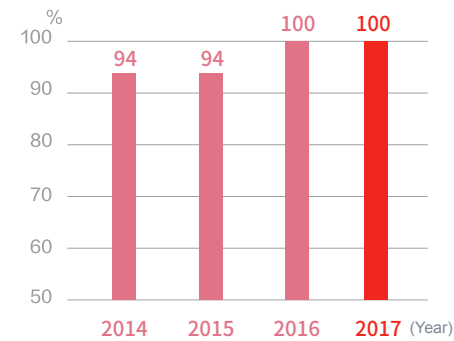


Electronic Leave Management System

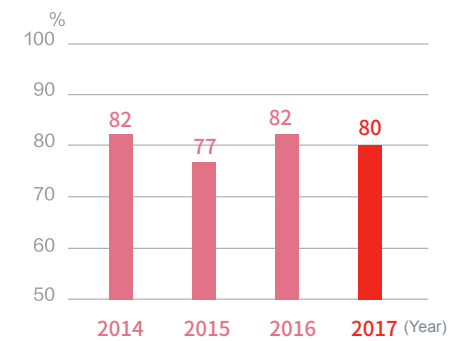
Jebsen is committed to continuously improving the work experience of its employees. For better efficiency of daily administration and the reducing use of paper, from January 2018, the Group has phased in an electronic leave management system in Group Functions and Business Lines.



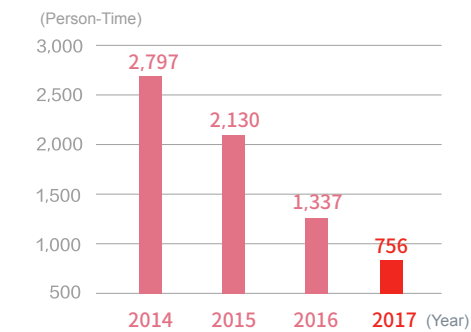
Enrolment in Social Insurance Plan (Note 1)



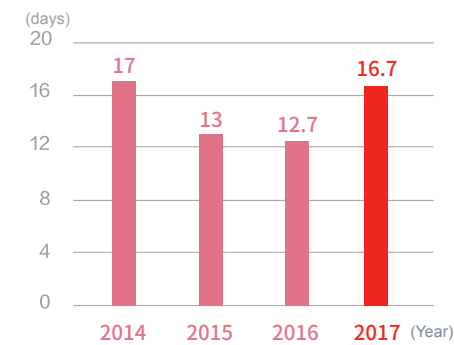
Coverage of medical exam and health record



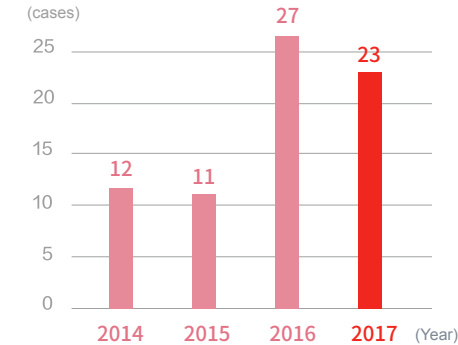
Total training participation



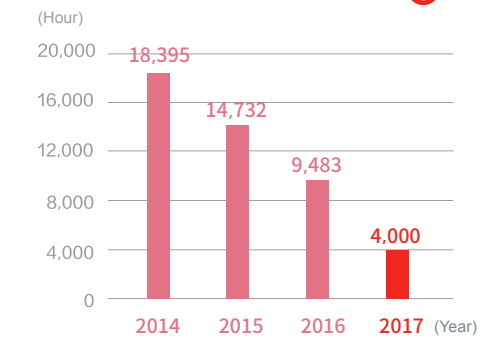
Average annual leaves per employee



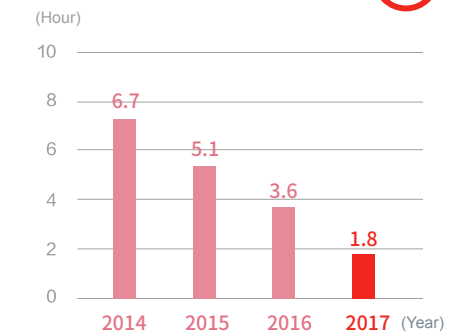
Workplace injury (Note 2)



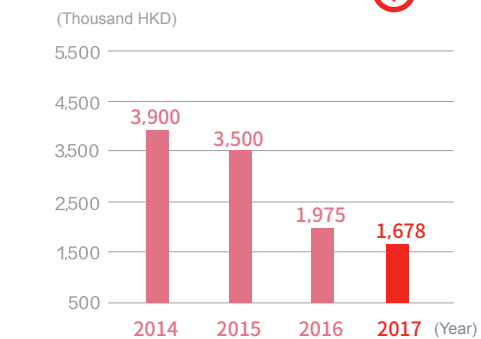
Total training hours



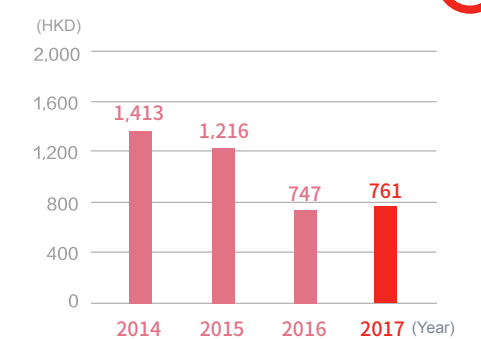
Training hours per capita



Total training investment



Training investment per capita



Notes:

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 2017.

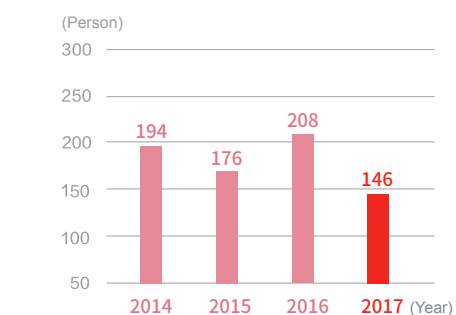


Staff Training

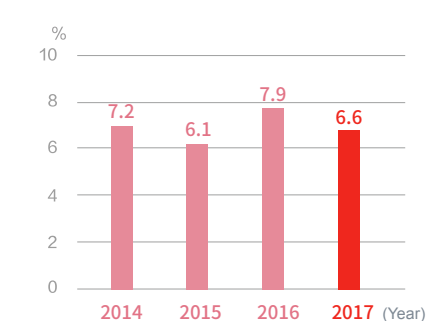
Jebsen pays attention to the provision of training resources for all employees. It has formulated a comprehensive career ladder and training system in assisting employees in career development planning, knowledge acquisition and skills improvement. It also provides various types of on-job training for new hires, lower-level staffs and managers. In 2017, a total of 362 new hires participated in Orientation.

The Group reviews good practices in the past and continuously optimises the contents of staff training programs. We not only provide leadership development courses for management staff, but also tailor training programs for employees in different business departments to build up specific skills, including talent development projects and sales training programs. We expect to effectively support employees' capacity building and optimise the Group's talent pool.

Total number of internal promotion



Promoted staffs in the group





J Inspire

Since 2016, Jebsen has launched a brand-new training platform of "J Inspire" in its headquarters in Hong Kong and then offices in Mainland China to enrich employees' lives, inspire them to think about work and personal development, and increase communication between business departments. In J Inspire, we occasionally invite special guests to give lectures on different topics, or outstanding staffs to share their professional insights and personal experience, and interact with the audience.

In 2017, we invited the marketing executive Mr King Chau to share the new consumer trends in China in the era of mobile internet. We engaged the market positioning expert Mr Yu Lei to analyse the brand challenge and positioning strategy of China's No. 1 beverage brand JDB. We also invited Ms Cora Chu, Chief Executive Officer of Dark China Dialogue (Hong Kong) to introduce how DiD, a social enterprise without any government support or charitable funding, has promoting social integration. Our guest speaker also included Mr Leung Cheuk Yan, Chairman and Party Secretary of CCCC 4th Harbor Engineering Co. Ltd. to share the experience of cross-cultural management out of infrastructure project case studies. Mr Donny Ho, General Manager of Jebsen Fine Wines and other Jebsen colleagues shared their professional knowledge and life journey sights.

In 2017, Jebsen has organised **11** "J Inspire" lectures with **373** attendees in its headquarters in Hong Kong and offices in Mainland China.



捷學堂
J Inspire

- ① Mr King Chau
- ② Mr Leung Cheuk Yan
- ③ Mr Donny Ho

Connectivity and Communication

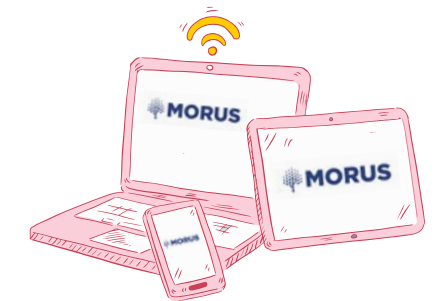
As a company that strives to create values to its employees, Jebsen continues to expand its operations, as well as increase and improve the multi-channel communication between the Group and employees. We hope to maintain smooth collaborations between the Group and all staffs, and create a work atmosphere with transparency, connectivity and mutual trust.



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 on. The Group continuously revamps Morus, and optimises workflow management functions to improve 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 Business Lines.

Social Network Platforms

The Group also uses mobile technology and various social networks to enhance internal communication. Employees can learn about the Group's development and news through WeChat, Weibo and LinkedIn accounts.



Town Hall Meeting

Town Hall Meeting is one of the internal communication platforms in Jebsen Group. In 2017, Jebsen Group Town Hall Meeting were held in Hong Kong and Shanghai on 12 and 19 September respectively. More than 300 managers and employees attended, who were based in Hong Kong, Macau, Mainland China and Taiwan.

In the two sessions, participating staffs presented many insightful questions and opinions in various areas to the senior management team, and Mr Hennig, Group Managing Director, shared with everyone the latest development and achievements of its core Business Lines. In Hong Kong session, Mr Jebsen, Group Chairman, shared his insights on "the Belt and Road Initiative" and its indication on the region's business environment and to Jebsen's development.



Healthy and Safe Workplace

The health and safety of our employees have been a focus of Jebsen in establishing a good workplace. Therefore, the Group has organised a series of health, culture and sports activities, caring for the health of staff and enriching their lives.

Care for Employees' Health

Lunch Time Health Seminars

A series of seminars on "sub-health" were organised in Mainland China and Hong Kong offices and Porsche Centres, while experts were warmly welcomed to talk about "sub-health" and its management, emotional management, and the basic skills to handle family challenges.

"Wellness Month"

In 2017, the Group organised 11 events of "Wellness Month" in Beijing, Shanghai, Hangzhou, Guangzhou and Shenzhen, while temporary booths manned by medical professionals provided over 510 staff with free health screening services, types of consultation and massage, and helped them better understand and improve their health conditions. The Group hopes that the "Wellness Month" could reminds all staff of the importance of good health when achieving their career goals.

Employee Abundance Programme (EAP)

The Group always cares about its employees' physical and mental health. EAP – Employee Abundance Programme – is a service provided by Jebsen to assist its employees in resolving their mental or psychological stress. It offers a 24-hour hotline in English, Cantonese and Mandarin for staff and their immediate family members (inclusive of spouse and children below 21 years old) with consultation services about work or personal concerns on strictly confidential basis.



1



2



3



4



5



6



7



8

- 1 Lunch Time Health Seminars
- 2 Staff Care Activity: Zentangle Workshop
- 3 Jebsen Beverage Staff Care Activity: Yoga Class
- 4 Wellness Month

- 5 Annual Dinner
- 6 Thank You Party
- 7 Dragon Boat Race
- 8 Fire Drill

Enrich the Lives of Employees

Annual Dinner

Jebsen held its Annual Dinner 2018 in Shanghai, Beijing, Guangzhou and Hong Kong. The gatherings were attended by Mr Hans Michael Jebsen, Group Chairman, Mr Helmuth Hennig, Group Managing Director, Mr Denis Li, Group Director, among other leaders who reviewed the Group's achievements over the past year with staffs, acknowledged their great efforts, and inspired people for the future. A total of 183 staffs were presented with the "Long Service Award" at the annual dinner this year, an acknowledgement for their contribution to the Group over years. Also, eligible staffs received Jebsen Scholarship to support their children's education.

Jebsen Group holds diverse staff leisure activities every year in all offices to enrich our employees' lives. In 2017, it continues to adopt the 3C model (Cares, Cheers, Celebrates) in 36 staff activities and 11 lunch time seminars attracting a total of 3,275 participants.

Soup Day for Staff

Jebsen had a "Soup Day for Staff" at all offices in early 2017, providing staffs with various nutritious Chinese soup in the cold winter day out of gratitude for their diligent work in the year that was about to conclude.

Focus on the Safety of Employees

Jebsen has always attached significance to staff's life and property safety. The Group has issued and executed the Office Safety Regulations and Procedures, Regulations on Employee and Visitor Identification and Access Cards. The Group also conducts regular office security checks including the use of all office glass doors, and the deployment of firefighting equipment and inflammable items. Every year we engage staff in all offices to participate in fire drills organised by property management companies, and make sure each office is equipped with fire extinguishers, gas masks, and exit route maps.

To build up staff's first aid capacity, Jebsen requires each unit to appoint 1-2 staffs as first aiders and join training held by the Red Cross. In 2017, the Group organised a total of 6 first aid training sessions in Beijing, Shanghai and Guangzhou. From December 2017 to February 2018, the Group equipped 6 Automated External Defibrillators (AED) in Hong Kong offices, and launched the "Use of AED". All First-aiders were arranged to attend a 6-hours Adult Cardio-Pulmonary Resuscitation Course and Automated External Defibrillation Provider Course with practical assessment and written test. All first-aiders were awarded the "Adult CPR Certificate and AED Provider Certificate" which are valid for two years.

Philanthropy

Being a responsible corporate citizen, Jebesen Group has supported many charitable programmes, which is consistent in its corporate value. This also benefits the communities where it operates. To care for children's physical and mental health, as well as to help them pursue a bright future, we launched a series of public activities, such as Project Morning Star, "Life is Art" Programme, and support in education sector.

6.1 Project Morning Star

6.2 "Life is Art" Programme

6.3 Support to Education

6.4 Philanthropy Never Ends



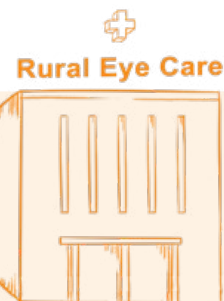
Project Morning Star



UN Sustainable Development Goals | SDG 3: Good Health and Well-Being

Ensuring healthy lives and promoting the well-being for all at all ages is essential to sustainable development. Significant strides have been made in promoting public health, increasing life expectancy and reducing some of the common killers associated with child and maternal mortality. However, more efforts are needed to fully eradicate a wide range of diseases beyond survival needs, such as eye disease, and to address some persistent and emerging health issues.

In 2011, Jebsen Group and Orbis collaborated to launch Project Morning Star, a five-year sight-saving project throughout mainland China. Project Morning Star has placed its main focus on China's rural area where is in poverty and in shortage of medical services, and has committed to sponsor other programmes, including Flying Eye Hospital, which provides training for local medical centres, as well as eye-screening and referral mechanism in rural area. Therefore, we have made contributions to the improvement of hospitals in remote areas and the establishment of a sustainable eye care medical system locally.



Fulfill the Mission of Brightness in the Second Five-year

Jebsen has now continued its partnership with Orbis for the five-year extension (2016-2020) of Project Morning Star. Responding to Chinese government's call to accelerate health development in China, Jebsen plans to invest RMB 7.4 million in the second five-year phase, funding China's first "National Model of Comprehensive Rural Eye Care Network Building Project", initiated by the National Institute of Hospital Administration (NIHA), in collaboration with Orbis.

Since 2016, the project has selected six county hospitals with different levels of economic development in Eastern, Central and Western China as pilot sites, and plans to provide 20,000 cataracts patients with the medical care they required. According to the action plan, 600 impoverished patients will receive surgical assistance; 120,000 pairs of glasses will be delivered to patients in need; 600,000 local residents will receive free eye screening; 1,000,000 local residents will receive eye care education. By 2020, it is expected that ophthalmology treatment at county-level hospitals will be comprehensively improved, patient volume and operation rates will double, and a sustainable, profitable model will be established. The "Vision Centre" will replace the current shortage of eye care resources in rural area, providing basic ophthalmic services for residents, such as screening and education, and taking responsibility for patient referrals. Patients can go to county-level hospitals for deeper ophthalmic services, leading to a sustainable eye care network system. As many as 3.5 million people, covered by 6 county-level hospitals, will be able to receive early detection and treatment in time to avoid preventable blindness.

The second five-year phase 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 2017 went to the Kids Sight Carnival, the Walk for Sight 2018, and the Moonwalkers 2017, alongside with volunteer services for various Orbis Charity Sales activities.

Start the March Towards Brightness within the First Five-year

Project Morning Star has completed its first five-year milestone by the end of 2015, and exceeded most of its original goals. From 2011 to 2015, besides the donation of RMB 5.15 million that Jebsen made 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, while the remaining RMB 1.5 million will be spent on the National Prevention of Blindness Training Centre established at the Shenyang He Eye Hospital. More than 1.2 million ophthalmic patients in rural area have been benefited totally.

“

With the tremendous results and impact of Project Morning Star's first five-year phase, Jebsen Group hopes to deepen the impact of the sight-saving mission, together with ORBIS, to benefit even more eye patients, and for them to lead to healthier and more fulfilling lives.

— Mr Helmuth Hennig, Group Managing Director



”



Achieve Our Goal of Brightness with Actions

Apart from donations, Jebsen also encourages its employees to take part in field trips of Project Morning Star. During the field trips, Jebsen volunteers not only assisted ophthalmologists to conduct eye screenings for local residents, but also paid visits to local children and residents in poverty.

During 15-19 October 2017, the Group organised the first field trip of the second five-year phase, in which 15 Jebsen volunteers visited Jinzhai County, Anhui Province, a new project site of Project Morning Star Phase 2. By the end of 2017, a total of 11 field trips have been successfully launched, and over 125 Jebsen volunteers paid visits to project sites in Yunnan, Guangdong, Gansu, Shandong, Liaoning, Heilongjiang and Anhui provinces. Meanwhile, over a thousand of employees have learned about detailed information of Project Morning Star through orientation programmes, field trip sharing seminars and other company activities.

“

Sincere cooperation between ORBIS and Jebsen is based on our in-depth mutual understanding and the belief in supporting those in need in a sustainable way. Project Morning Star aims to not only facilitate high quality training which helps provide critical medical care to local patients, but also build a strong platform for other ORBIS projects in China. We hope more enterprises like Jebsen will support our sight saving mission in China so that we can reach out to more patients with eye diseases in need of help.

— Mr George Smith, North Asia Director of ORBIS International

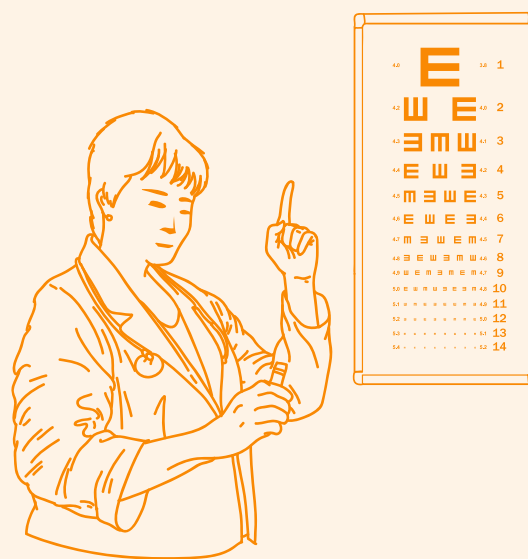


Jinzhai County, Anhui Province

- By the end of 2017, a total of **11** field trips have been successfully launched
- over **125** Jebsen volunteers paid visits to project sites in Yunnan, Guangdong, Gansu, Shandong, Liaoning, Heilongjiang and Anhui provinces



Please watch the video of Project Morning Star field trip in Anhui Province



First field trip of the second five-year phase, in Anhui Province

”

"Life is Art" Programme



Please watch the video of "Life is Art" Programme events in 2017



Launched in 2014, Jebsen's "Life is Art" Programme has targeted on the care for children with autism. Through activities of art experience, we hope to break the barrier between the public and these children, so that they can live their lives more positively. We also encourage the communities to pay more attention to those "Children of the Star" through this programme, and offer them hands.

In the past four years, totally

384 children have started their pleasant art journey through

286 art lectures, and totally

341 Jebsen volunteers joined.



Hong Kong

In cooperation with the Heep Hong Society Fanling Parents Resource Centre for 10 weekends, 18 Jebsen volunteers accompanied children in Djembe drum and paper clay lectures, public performances and exhibitions.



"Life is Art" Programme 2017

In 2017, we carried out a series of art activities in Beijing, Shanghai, Guangzhou and Hong Kong, including newly-opened lectures of drama and music drama in Guangzhou and Shanghai, and Djembe drum in Hong Kong.

Beijing

In cooperation with the World of Art Brut Culture and Beijing Changping Chang Yu Chun Tong Education Centre for 10 weekends, Jebsen volunteers accompanied the children and their parents in Djembe drum, painting and baking lectures.



Shanghai

In cooperation with the Angel Salon in Shanghai for 10 weekends, 17 Jebsen volunteers accompanied 26 children in preparing for the music drama, Lion King, and take part in recitation activities and concerts.



Guangzhou

In cooperation with the Guangzhou Children's Palace for 10 weekends, 21 Jebsen volunteers accompanied 20 children in drama learning, out-door ticket selling practice and open performances.



Support to Education



UN Sustainable Development Goals | SDG 4: Quality Education

Obtaining a quality education is the foundation to improving people's lives and sustainable development. Major progress has been made towards increasing access to education at all levels and increasing enrolment rates in schools particularly for women and girls. Basic literacy skills have improved tremendously, yet bolder efforts are needed to make even greater strides for achieving universal education goals.

Jebsen Group has always been supportive to education sector and the development of the next generation, providing donations to support the young generation in achieving their dream and success.

Education Sponsorship

Since 1995, Jebsen Group has set up the HKUST Scholarship through the Jebsen Education Fund. As a long-term supporter of HKUST, Mr Jebsen, the Group Chairman, has served on the HKUST Business School Advisory Council since 2011. In September 2017, he has been appointed as its Chairman. On 5 July 2017, Mr Jebsen was invited to make a speech about the management of family business. The speech focused on related topics on the running of a family corporate, including challenges for the leader, the structure of management executives, and some operational details.

Mr Hennig, Group Managing Director, was invited to be the guest professor of Jilin University in 2013, and of Jilin University of Finance and Economics in 2016. On 10 June 2017, Jilin University extended the appointment for another five years. In the appointment ceremony, Mr Hennig delivered an excellent speech to MBA students of Jilin University and Jilin University of Finance and Economics.

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 to obtain excellent research results. The Fund is now in its second phase with the Group pledging RMB 1 million in donations within five years (2015-2019), annually RMB 200,000 will be allocated to the Nankai-Jebsen Scholarship and Nankai-Jebsen Teachers Award.



Project WeCan for local students

Project WeCan, launched in 2011, is a Business-in-Community initiative providing secondary school students who have learning disadvantages with opportunities. Career Exploration Day, launched in 2015, is a host of activities such as professional consultation and tutorship, designed to enhance students' understanding of their own strengths and interests.

On 24 June 2017, Jebsen took part in the Career Exploration Day activity for the first time as a corporate partner of Project WeCan. The event attracted more than 2,200 students from 29 secondary schools with 23 companies and social enterprises, making 36 different job on-site experiences available to participants.

Among them, **140** students got a glimpse of the daily routine of **Customer Services Executive** and **Body & Paint Technician** of Jebsen Motors, and **Beer Technician** and **Sales Representative** of Jebsen Beverage from their **27** Jebsen volunteer mentors.



“

I am very glad that I could share my job experience with the students and discover the potential as a motor technician. I hope this will spark their interest in the motor industry.

— William Law, Jebsen Motors

Seeing students there reminded me of the days when I was still learning to be a salesman. Success is within their grasp once they take the first step, they just need to hang in there and work hard. Wishing every student a great career in the future!

— Joseph Chow, Jebsen Beverage

”

Philanthropy Never Ends

Mar. 2017
03

- ♥ Outward Bound Multi-Race, 5 March
- ♥ WWF Island House environment-protection education, 18 March
- ♥ Support WWF Earth Hour, 25 March
- ♥ Orbis Walk for Sight, 26 March



Feb. 2017
02

- ♥ Food Bank-New Year Gifts for Donations, 10-24 February
- ♥ WWF Run for Change-charity run, 19 February



Jan. 2017
01

- ♥ Walk for Millions, 10 January
- ♥ Support Orbis Raffle 2017, 1 January



May. 2017
05

- ♥ Hoi Ha Wan marine education, 6 May
- ♥ Walk for Water charity event, 7 May
- ♥ Dragon Boat Race in Sai Kung, 30 May

June. 2016
06

- ♥ Orbis Kids Sight Carnival, 17-18 June
- ♥ "DIY Soap with Coffee Grounds" lunch seminar for environment-protection, 23 June-7 July
- ♥ Career Exploration Day of Project WeCan, 24 June



July. 2017
07

- ♥ View the closing ceremony of China-ASEAN Youth Cultural Exchange Festival, 27 July

Aug. 2017
08

- ♥ View the concert by Egyptian Orchestra "Light and Hope", 7 August
- ♥ Support Orbis Mid-Autumn Charity Sales, 12 August



Dec. 2017
12

- ♥ Orbis Moonwalkers, 2 December
- ♥ Christmas Party at Elders' House in Siu Sai Wan, 16 December
- ♥ "Life is Art" Programme launched in Hong Kong, Beijing, Shanghai and Guangzhou, October 2017 - February 2018



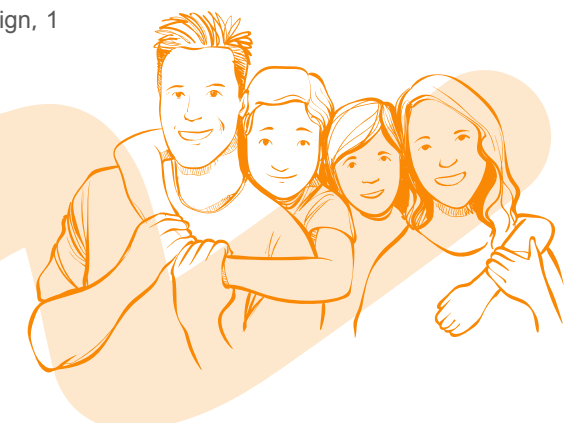
Oct. 2017
10

- ♥ Barclays MoonTrekker, 13-14 October
- ♥ Project Morning Star second five-year phase field trip in Anhui, 15-19 October
- ♥ DIY Lip Balm Workshop, 21 October



Sept. 2017
09

- ♥ Support the "Darkness to Go" campaign, 1 September - 12 October



Appendix



Cross-references: GRI Standards

GRI Standards	Page
General Disclosure	
Organizational Profile	
102-1	P1
102-2	P11
102-3	P9
102-4	P10
102-5	P9
102-6	P10
102-7	P11
102-8	P51
102-11	P14-16
Strategy	
102-14	P3-4
102-15	P3-4
Ethics and Integrity	
102-16	P14-16
102-17	P14-16
Governance	
102-18	P11
102-20	P19
102-21	P23-24
102-22	Not Applicable
102-23	Not Applicable
102-24	Not Applicable
102-25	Not Applicable
102-28	Not Applicable
102-29	P19
102-30	P14-16
102-32	P3-4, P19
102-33	P23-24
102-34	P23-24
Stakeholder Engagement	
102-40	P23-24
102-42	P23-24
102-43	P23-24
102-44	P23-24
Reporting Practice	
102-45	P1
102-46	P1
102-48	P1
102-50	P1
102-52	P1
102-53	P1
102-54	P1
102-55	P73

GRI Standards	Page
Topic-specific Disclosure	
Economic	
Economic Performance	
Management Approach	P5-6, P9-10
201-1	P10
Indirect Economic Impacts	
Management Approach	P63-72
203-1	P63-72
203-2	P63-72
Anti-competitive Behaviour	
Management Approach	P14-16
Environmental	
Materials	
Management Approach	P39
301-3	P39
Energy	
Management Approach	P39
302-5	P38
Water	
Management Approach	P43
Biodiversity	
Management Approach	P44
304-2	P44
Emissions	
Management Approach	P40-41
305-1	P40-41
305-2	P40-41
305-4	P40-41
305-5	P40-41
Effluents and Waste	
Management Approach	P43
Environmental Compliance	
Management Approach	P37-38
Social	
Employment	
Management Approach	P47-60
401-1	P51
401-2	P54-55
401-3	P54
Labor/Management Relations	
Management Approach	P47-48
Occupational Health and Safety	
Management Approach	P55, P59-60
403-2	P55
Training and Education	

GRI Standards	Page
Management Approach	P55-57
404-1	P56
Diversity and Equal Opportunity	
Management Approach	P51-53
405-1	P51-52
Local Communities	
Management Approach	P63-72
413-1	P63-72

GRI Standards	Page
Marketing and Labeling	P27-P34
Management Approach	
Customer Privacy	P15-16
Management Approach	
Socioeconomic Compliance	P14-16
Management Approach	

Cross-references: United Nations' Sustainable Development Goals

Sustainable Development Goals 3: Good Health and Well-Being	P59-60, P63-P68
Sustainable Development Goals 4: Quality Education	P69-70
Sustainable Development Goals 5: Gender Equality	P53
Sustainable Development Goals 6: Clean water and sanitation	P39, P43
Sustainable Development Goals 7: Affordable and Clean Energy	P38
Sustainable Development Goals 8: Decent work and Economic Growth	P51-55
Sustainable Development Goals 9: Industry, Innovation and Infrastructure	P39
Sustainable Development Goals 10: Reduced Inequalities	P51-P53
Sustainable Development Goals 11: Sustainable Cities and Communities	P37-P44
Sustainable Development Goals 12: Responsible Consumption and Production	P37-39
Sustainable Development Goals 13: Climate Action	P40-P42
Sustainable Development Goals 14: Life Below Water	P44
Sustainable Development Goals 15: Life On Land	P39
Sustainable Development Goals 16: Peace, Justice and Strong Institutions	P58
Sustainable Development Goals 17: Partnership for the Goals	P23-24