



## 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](mailto:feedbackonCSR@jebsen.com)

Web : [www.jebsen.com](http://www.jebsen.com)



# About this Report

This report marks the 11<sup>th</sup> 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 2018. The previous report was issued on September 2018. The report covers our relevant endeavours in 2018, 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 2018. All data and information used in this report are sourced from Jebsen official documents and reporting.

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

## 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 (SDGs).

## Report Publication

This electronic report will be released simultaneously in Simplified Chinese, Traditional Chinese, and English in October 2019. For online reading or downloads, please visit: [www.jebsen.com](http://www.jebsen.com).

## Feedback

Your comments will enable us to refine future CSR plans and are therefore highly valued. Please contact us at [feedbackonCSR@jebsen.com](mailto:feedbackonCSR@jebsen.com), all correspondence will be treated in strict confidence.

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# Message from the Group Managing Director



Helmuth Hennig  
Group Managing Director

“

Sustainability is a key objective for the Group. We seek to not only grow long term businesses, but also act in a sustainable manner in doing so. It is our desire to be a positive contributor in the communities we operate in, both in the business sphere as well as outside.

”

After nearly ten years of strong uninterrupted growth, 2018 showed the first signs of a synchronised slowdown of global economic activity since the financial crisis. Our markets were additionally impacted by the escalating trade tensions between the US and China and though none of our product lines were directly affected by increased tariffs, we did see changes in sentiment as some consumers became increasingly cautious in their buying behaviour. This was more apparent in Hong Kong which is an open economy with strong trading links to both Mainland China as well as the United States. In China, retail sales continued to expand, but growth slowed, dropping below the double-digit figures we have become accustomed to, and finally achieving a still impressive 9%, with the total volume exceeding RMB 38 trillion.

Against this backdrop the Group performed well with total turnover achieving HKD 14.8 bn, a 10% increase against the year before. Our focus on premium consumer products continues to pay dividends as the Chinese consumer seeks to upgrade their quality of life. Having moved away from ostentatious purchases, the focus is now on self-reward and many of our products fall into this category. As the middle class in China continues to expand, we believe that this development will continue for some time to come.

Nevertheless, we must continuously be prepared to innovate, both when it comes to the products we bring to market as well as how we serve our customers and consumers. Technology remains the biggest disrupter of our traditional go-to-market routes, but at the same time it offers many opportunities for a company such as ours. Knowing more about the desires, needs and habits of our ultimate consumer is the holy grail for all companies, and we too are embarking on that path.

Our retail store J SELECT is in the process of becoming a true Omni Channel service provider, allowing our consumers to purchase on and offline, pick up or have their purchases delivered, create loyalty benefits and understanding purchase history. In addition, our youngest group member Jebsen Capital aims to invest into companies seeking to utilise technology to create innovate solutions for existing problems. Our rather unique combination of being operators in Greater China with people on the ground and having the willingness to be early investors in adjacent businesses, should create unique opportunities for Jebsen, allowing us to continue doing what we have done for the past 124 years, which is build sustainable businesses.

Sustainability is a key objective for the Group. We seek to not only grow long term businesses, but also act in a sustainable manner in doing so. It is our desire to be a positive contributor in the communities we operate in, both in the business sphere as well as outside. To this end we actively encourage and support our staff to engage in activities helping the underprivileged, as we feel this is particularly important for a company which sells predominantly premium products.

Our commitment to our CSR partners and programmes is also long term. In 2018 we continued our key partnership with Orbis and the Ministry of Health in the 2<sup>nd</sup> five-year plan of “Project Morning Star”. The project is helping to create a model for better access to eye care in rural areas, thereby continuously improving the health conditions of the very poor in the countryside. Committing ourselves to making this a sustained project gives all stakeholders a better chance of success. Building on efforts that have earned us the "CarbonCare® Label" for six consecutive years, we have newly launched the “JGreen” Programme to encourage all our employees to adopt a green lifestyle and create a sustainable environment together. These activities that support sustainable development are recognised by both our employees and our stakeholders. In 2018, the Group was awarded a number of accolades: the “CarbonCare® Star Label”, “10 Years Plus Caring Company”, and “2018 Hong Kong Community Volunteers (Corporate Member) - Certificate of Appreciation”.

In 2018, we once again listened to the voices of our employees and conducted our 3<sup>rd</sup> Employee Insight Survey. As a consequence, we launched seven new staff benefit initiatives in response to the feedback received. It was also gratifying to see in the survey that our CSR engagement receives high marks from our employees.

With 124 years of business experience, Jebsen’s core values guide us in identifying opportunities, coping with risks, and finding sustainable ways of development. We firmly believe that the pursuit of sustainable development through a responsible business model is not only a duty that businesses should fulfil, but that it is also the only way that leads to lasting success.



Business  
Achievements

- Turnover increased to HKD **14.8** billion in 2018, reflecting the Group's strategic success of focusing on opportunities coming with steady economic development in China.
- Jebsen Capital, our youngest business line, focused itself on equity investments and capital management in Greater China, which shall contribute to growth, adding value and long-term value creation.
- Jebsen Motors delivered almost **9,700** cars and had almost **95,000** customers visiting our workshops.



Environmental  
Conservation

- Launched a new environmental protection programme named **"JGreen"** to encourage all Jebseners to adopt a green lifestyle.
- Carbon emissions totalled at **11,087** tonnes of CO<sub>2</sub>e, with carbon intensity decreased by **7%** compared to the 2009 baseline level.
- Purchased **9,626** tonnes of carbon credit to offset the carbon emissions of 2017, and achieved carbon neutrality once again.
- Participated in the Earth Hour event for **10** consecutive years.
- Organised a series of resources saving and environmental protection activities.



2018 Social  
Responsibility  
Performance

Staff  
Well-being

- Among 2,101 employees in Greater China, approximately **48%** of employees and **44%** of management staff were female.
- Both total training participation and total training hours increased significantly with 2,609 person-times and 8,282 hours, at the expenditure of HKD **1.13** million.
- A total of **226** employees were promoted, accounting for **10.8%** of all employees.



- Jebsen Motors has taken pole position in heading Porsche China's Dealership Rankings in 2018, and Porsche Centre Hangzhou Westlake claimed top spot in winning the prestigious "Dealer of the Year" award.
- Jebsen Beer maintained the largest brewery in Hong Kong, and its own proprietary brand, Blue Girl Beer, entered the **12<sup>th</sup>** year as the No.1 beer brand in Hong Kong by volume and value.
- Jebsen Consumer continued its **O2O** strategy, opened more J SELECT stores on the offline side and launched a new APP on the online side.
- Jebsen Industrial carried on the adjustment of its business structure comprising of Distribution & Services, Ingredients and Mobility Solutions.
- Jebsen Logistics and Jebsen Beverage launched a new warehouse, streamlining and tackling Jebsen Beer's inventory management challenges by having everything under one roof with a view of increasing operational efficiency.

Philanthropy

- CSR investment totalled at around HKD **6** million.
- **Four** areas of philanthropy: "Project Morning Star", "Life is Art" Programme, sponsorship to education and volunteering activities.
- "Project Morning Star" went smoothly in 2018. The county-level eye care services at pilot sites were established from scratch, a prototype of the ophthalmology model for rural areas was formed, and the local doctors' eye care services were improved.
- By the end of 2018, over **140** Jebsen volunteers have paid visit to project sites in **12** field trips, and over **1,200** employees have learned about the detailed information of "Project Morning Star" through different activities.
- The "Life is Art" Programme launched the "Building a Railway-connected Community" course and the "Family-Love" integration camp. In five years, **451** children have been benefited from **346** art courses with the support of **424** Jebsen volunteers.
- Donated RMB **1** million in total to Nankai University between 2015 to 2019.



- A total of **10** J Inspire lectures and **4** Learning Carnival events were held.
- A total of **26** leisure activities and **18** lunch time seminars/workshops were organised, attracting a total of **3,009** participants.
- Conducted the third Employee Insight Survey, reporting an **88%** participation rate and a **61%** engagement score.





# About Us

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

The continued healthy development of Jebsen has led its turnover increased to HKD

**14.8** billion in 2018.

Under the unified master brand of Jebsen, the Group has six business lines including Beverage, Consumer, Industrial, Motors, Logistics and Jebsen Capital.





# Company Profile

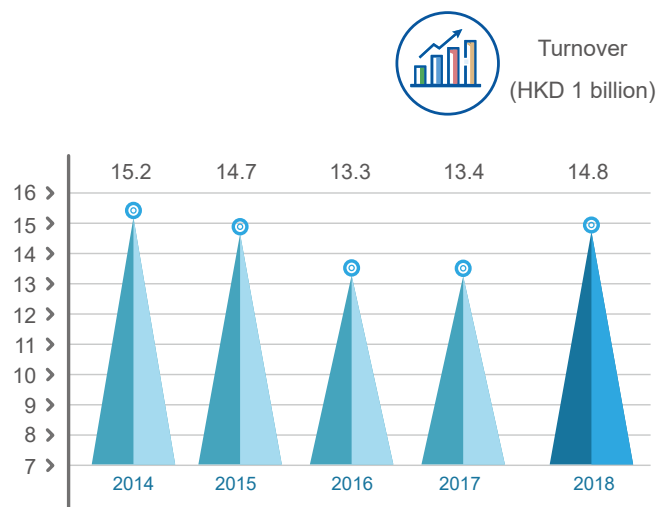
Jebsen Group

Corporate  
Social  
Responsibility  
Report  
2019

From a shipping agency established at the end of 19<sup>th</sup> 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 and Denmark.

## Financial Performance

The continued healthy development of Jebsen has led its turnover increased to HKD 14.8 billion in 2018. This sustained growth reflects Jebsen’s insights into Greater China’s market, and its strategic success of focusing on opportunities coming with steady economic development of China. According to the National Bureau of Statistics of China, per capita disposable income of urban households was RMB 39,251 in 2018, increased by 7.8%, while per capita expenditure on goods and services of all households increased by 9.1%. These figures are accompanied by Chinese consumers’ growing needs for quality products and services, which also provide an opportunity for Jebsen’s development.



About Us



## Regional Presence

### Mainland China Market

Ever since the inception of Jebsen, Mainland China business has been at the heart of our operations. The Jebsen & Co. (China) Ltd was established in Beijing in 2004, providing an effective business platform for Jebsen’s core businesses in the rapidly evolving Mainland China market. Within the first few years, former liaison offices were 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, supported by an efficient logistics and IT infrastructure, Jebsen continues to play a leading role as a distributor of premium products in our home base.

### Taiwan Market

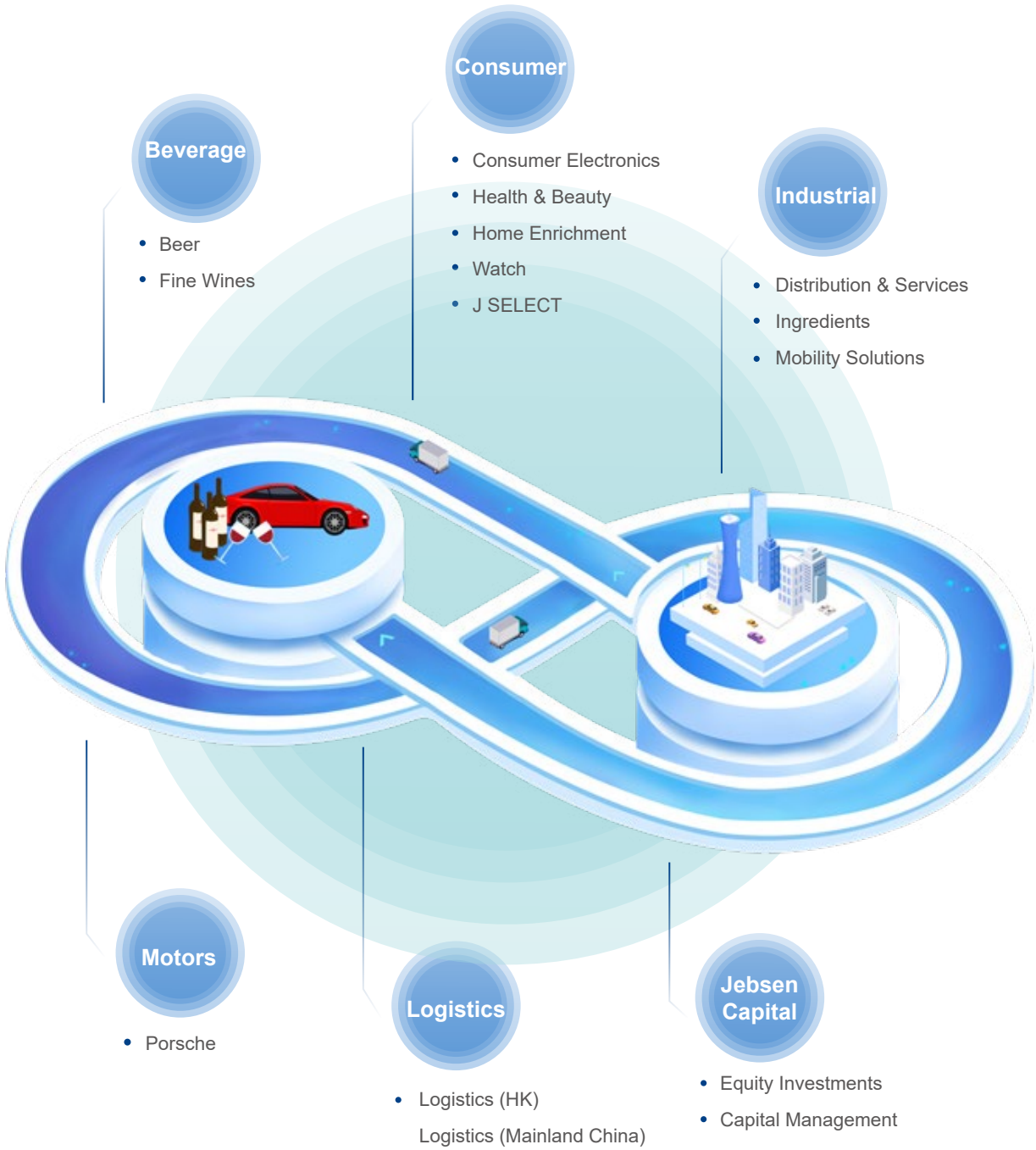
Jebsen in Taiwan delivers high-quality products such as beer, fine wines and spirits.



# Business Lines

In 2018, Jebsen worked diligently to embrace the growing prosperity of Chinese economy. Following the corporate reorganisation implemented in 2017, the Group continued to optimising its product portfolios and channels while enhancing its customer service. At present, under the unified master brand of Jebsen, the Group has six business lines including Beverage, Consumer, Industrial, Motors, Logistics and Jebsen Capital.

## Business Structure



# Business Model

Jebsen supports our partner's value chain from brand building, marketing, investment, import, logistics to sales and distribution to a wide network of wholesalers, retailers and consumers.





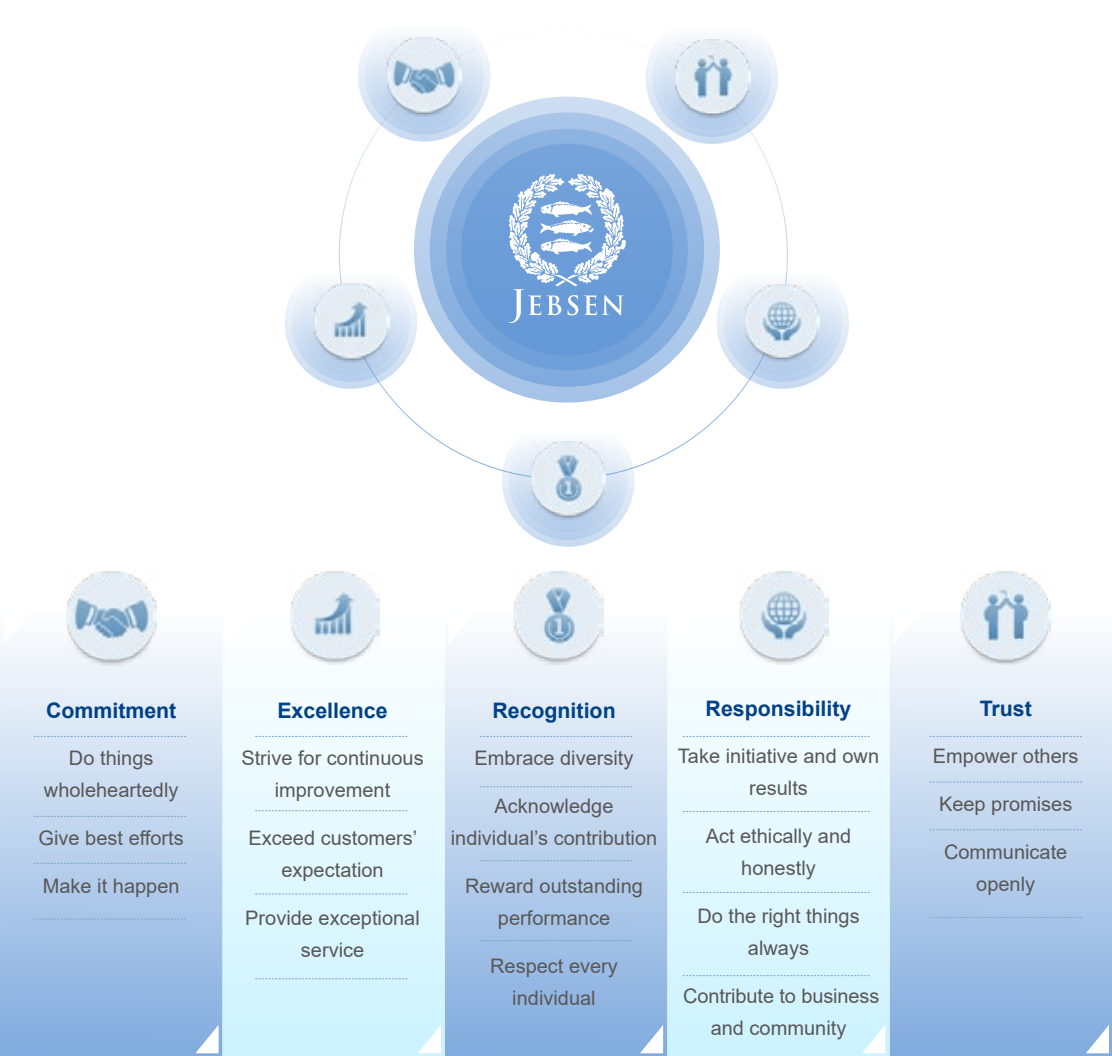
# Development Philosophy

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

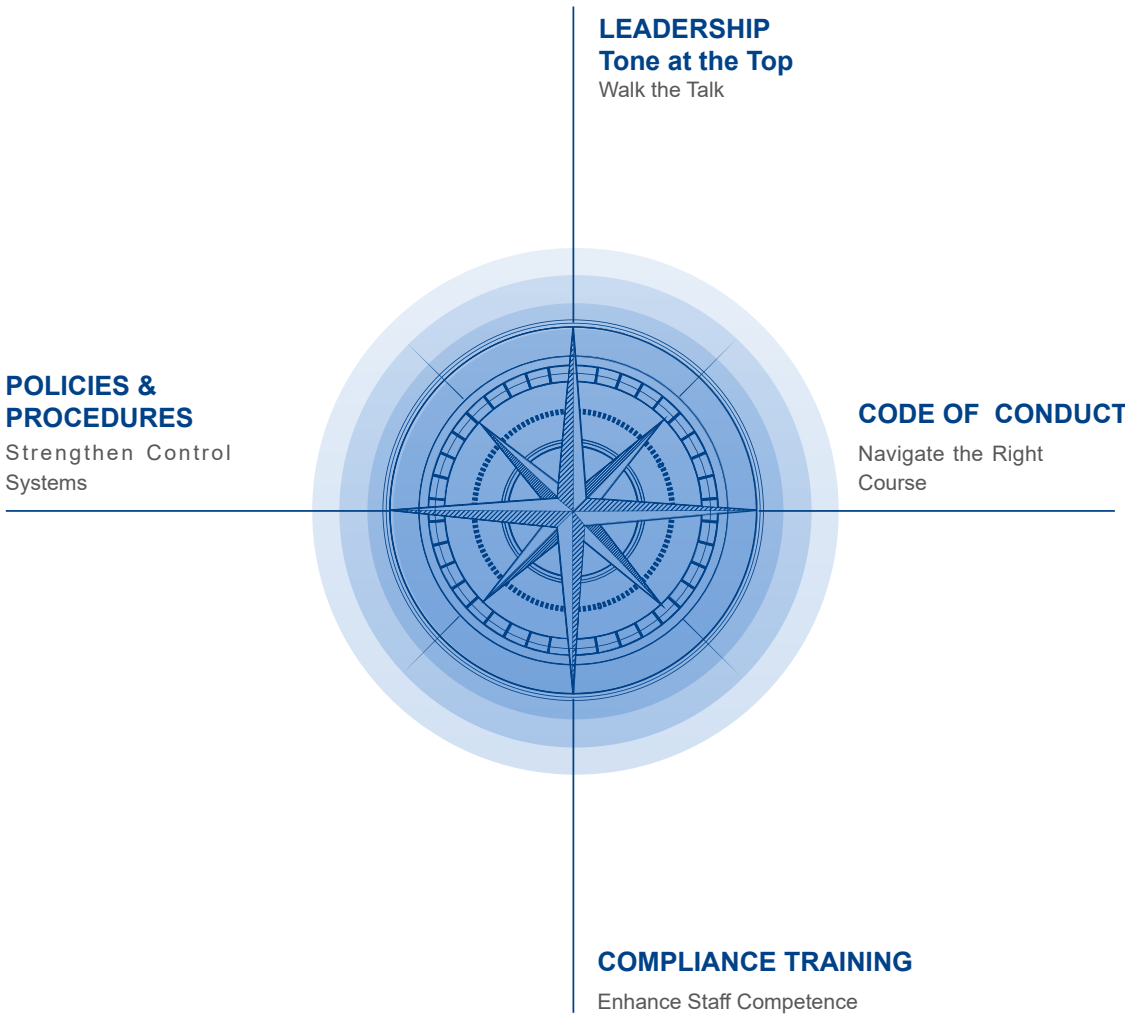


# Compliance Management

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, the Group has launched the Ethics and Compliance Programme (ECP) since 2015 to set a clear baseline while conveying management’s expectation to our staff in a transparent manner.

## Jebsen Ethics Compass

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





## Code of Ethics and Business Conduct

The Code of Ethics and Business Conduct is an invaluable resource for our 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 staff member. Doing business in a fair, above-board and ethical manner is not only critical to safeguard the credibility and reputation for the Group, but also important to each staff member.

## 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.

## Compliance Training & Internal Audit

Compliance trainings focusing on business ethics, company policies, laws and regulations as well as fraud awareness are continuously provided to select staff members so as to keep them abreast of company requirements as well as shifting laws and regulations.

Group Internal Audit (GIA) provides independent and reasonable assurance on the adequacy and effectiveness of our internal control system. The Internal Audit Director reports to the Group Managing Director administratively and the Board of Directors functionally. Jebsen staff and business partners can report any observed malpractice, or express their concerns to the management team or the Internal Audit Director through designated whistle-blowing 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.

## 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 both from the Group's perspective, as well as business lines', covering existing, emerging, internal and external risks. This evaluation consists benchmarking against top companies in industry and emerging risks, and is conducted with a pre-defined evaluation matrix to assess the risks' impact and likelihood. Results of the evaluation are incorporated in Jebsen's business plan and strategy, while counter measures are identified and implemented so as to reduce risks at acceptable levels based on our risk expectations.

# Information Technology and Security

## Information Technology

Jebsen regards the connectivity brought by advanced information technology as a boost to the productivity in the workplace. In a Wi-Fi-enabled office like ours, we can book meeting rooms with the click of a mouse, run seamless presentations during meetings, do work more efficiently, and even develop new business model. In October 2018, the completion of Wi-Fi improvement projects for offices in Hong Kong and Mainland China enables our staff to connect phones and tablets with the Wi-Fi network, while relevant guides are provided at meeting rooms for external visitors. Also, starting from September 2018, Jebsen staff in Hong Kong headquarters are provided with the convenience of self-booking the conference room online.



“Externally, our data, systems and processes help our partners engage their client base. Internally, we make work easier for everyone by enhancing efficiency and helping them work smarter. We are always on the lookout for trends that can be used in our businesses, and ways that customers prefer to interact with us, while staying abreast of technology-driven changes.”

— Mr Brian Chan, Information Technology Director, Jebsen Group

## Information Security

Information and the insights that come with it, can easily make or break a business. For Jebsen Group, protecting confidential information is of the highest priority for not only the Group but also its customers, partners and principals. Internally, the Group released a new Confidential Information Policy in April 2017, helping employees understand what areas are under confidential information protection, under what situation or process they can 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 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 which our stakeholders place on us. Externally, Jebsen's Customer Relationship Management (CRM) system provides comprehensive customer management and service, ensuring the protection of its clients' information and privacy and maximising its values to the company and customers.



# Social Responsibility Strategy

Responsible corporate citizenship is a core of the Group, and a key factor in achieving business sustainability. Guided by "Enrich People's Lives, Enrich Your Lives", Jebsen has integrated economic, social and environmental considerations into organisational strategies and operations, working on CSR with clear vision and commitment.

Jebsen CSR focuses on three pillars, including environmental conservation, staff well-being and philanthropy.

Sustainable development is not only a concept of public welfare, but also our goal to enhance both social and business value together with our partners, employees and other stakeholders.

Jebsen has already used SDGs as guidelines to implement sustainable development plans, as well as setting SDGs as the benchmarks for social responsibility actions.





# System and Philosophy of Social Responsibility Management

With well-established system and programme framework of social responsibility management, Jebsen CSR focuses on three pillars, including environmental conservation, staff well-being and philanthropy. A CSR Committee, led by the Group Managing Director, is responsible for formulating CSR policies and supervising CSR management, while a professional CSR team is established to launch CSR programmes and organise volunteer activities.



Mr Hans Michael Jebsen, the Group Chairman and the fourth generation of Jebsen family, regards confidence and commitment as the key of Jebsen's long-lasting business. "We are confident and committed to the markets we serve, the business partners and brand principals that have placed their trust on us, and most importantly, the colleagues whom we work alongside." Commitment is a value passed down through the generations from the time of our founding. We have carried on this legacy of commitment well. It shows in the many long-standing relationships that we enjoy with our business partners and our staff. This also has a deep influence on our philosophy of social responsibility as we understand that sustainable development is not only a concept of public welfare, but also our goal to enhance both social and business value together with our partners, employees and other stakeholders.

## Jebsen and United Nations Sustainable Development Goals (SDGs)

### On one hand

Jebsen understands that corporate sustainable development needs to take the interests of the society into account, while commercial resources have an advantage in social innovation and solving social problems. As United Nations' sole guidance on sustainable development, SDGs provide enterprises with reference on how to solve social problems and promote the society's sustainable development, while achieving their own business sustainability.

### On the other hand

Jebsen also realises that in-time responding to SDGs shall bring profound potential values to ourselves.

- 1 Chinese government's response to SDGs will remove some obstacles to explore the consumption potential and accelerate consumption, thereby bringing business opportunities to enterprises, such as Jebsen, which focuses on quality products with sustainability.
- 2 Integrating SDGs into business strategy will help Jebsen enrich the sustainability in its business and service solutions which enhances our competitiveness in the industry.
- 3 The 17 goals and 169 relevant targets present a map for Jebsen to be better involved in solving social problems together with other stakeholders.

At present, Jebsen has already used SDGs as guidelines to implement sustainable development plans, as well as setting SDGs as the benchmarks for social responsibility actions.





# Awards and Recognition

The following CSR awards in 2018 showcase Jebsen’s on-going efforts on giving back the community recognised by various organisations.

**CarbonCare® Label**  
Awarded by Carbon Care Asia, an International environmental protection organisation, for the sixth consecutive year.

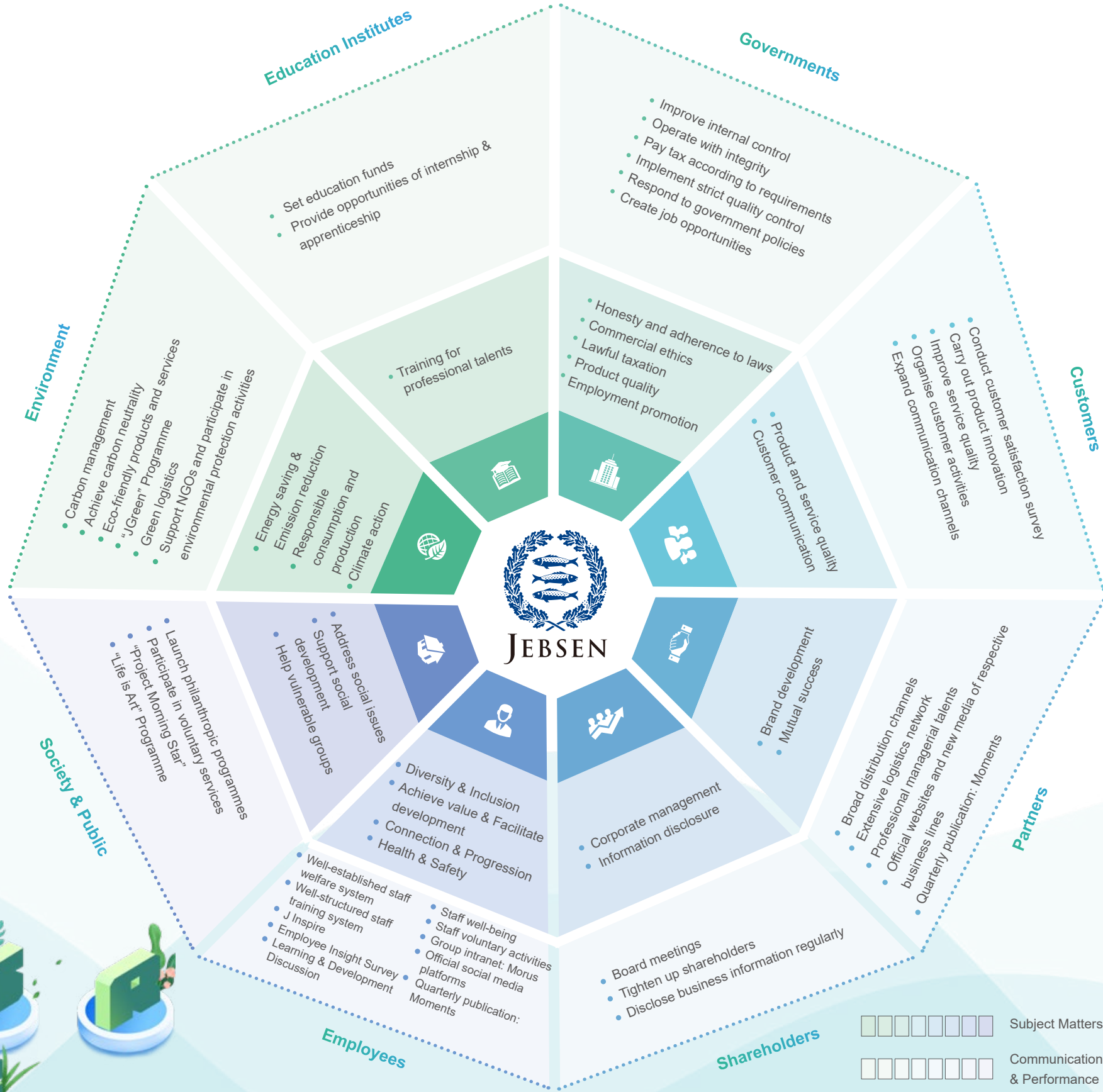
**CarbonCare® Star Label**  
Awarded by Carbon Care Asia

**2018 Hong Kong Community Volunteers (Corporate Member) - Certificate of Appreciation**  
Awarded by the Agency of Volunteer Service, Hong Kong

**2017/2018 Ten Years Plus Caring Company**  
Awarded by Hong Kong Council of Social Service

# Stakeholder Communication

Jebsen’s extensive stakeholders range from governments, customers, partners, shareholders, employees, public to environmental organisations and educational institutes. Attaching great importance to the communication with all relevant stakeholders, we have committed ourselves to seriously consider the business-induced impacts on the stakeholders, understand and address their diversified needs for a positive interaction. We are also looking forward to our partner’s valuable opinions and suggestions about Jebsen’s development.



Subject Matters

Communication Methods & Performance

Stakeholders





# Business Development

Dedicated to offering quality products and services to customers in Greater China, Jebsen Group has fulfilled the demand for upgrading consumer experiences and lifestyles during in the past 124 years. Currently, China's middle class have grown in number, coming with changing demands and more requirements related to the accessibility of quality goods and services. Our abundant experience of local knowledge and industrial specialisation have given us the confidence to well adapt our businesses to the changing market. While keep optimising our existing business lines, in 2017 we also developed a new business line, Jebsen Capital, to explore a new path for the new growth.

Jebsen Capital, our youngest business line, focus itself on equity investments, and capital management in Greater China.

Jebsen Motors delivered almost 9,700 cars in Mainland China, Hong Kong and Macau, which accounted for 12% of Porsche's sales volume in the region.

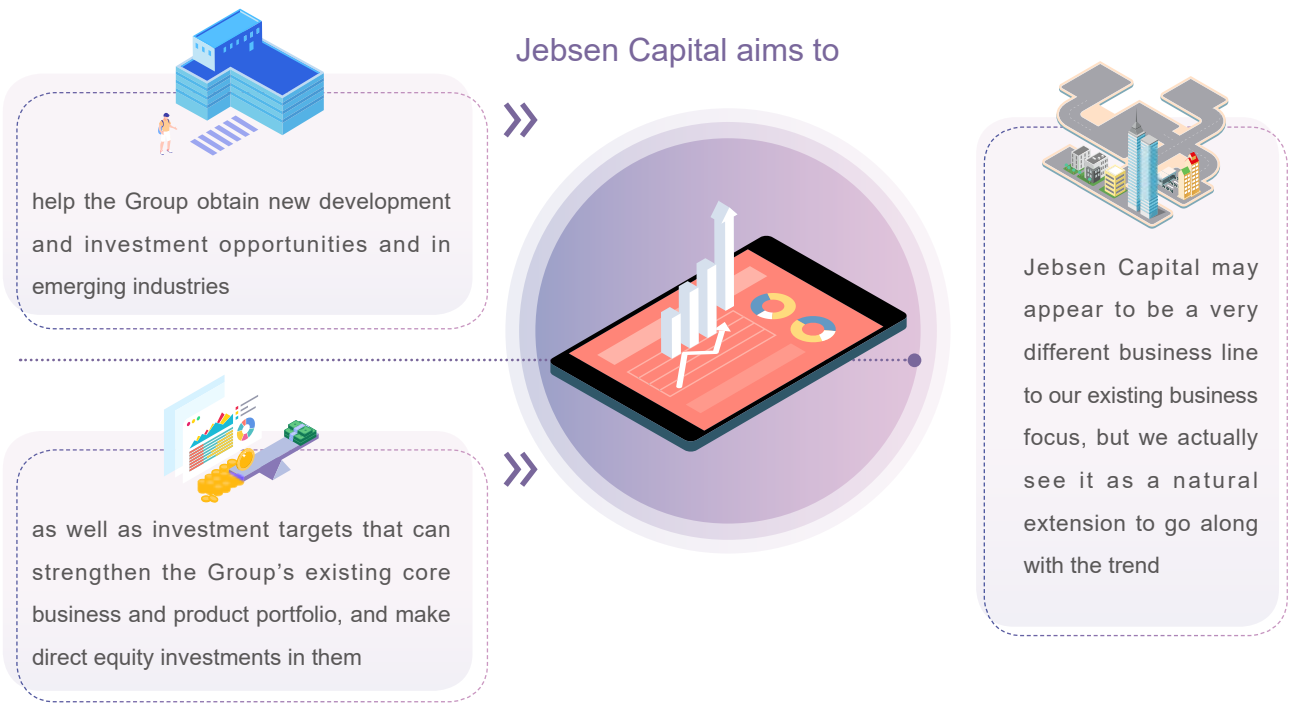
In 2018, Jebsen Industrial strengthened the O2O strategy to further expand its geographical coverage and service capability in Asia.





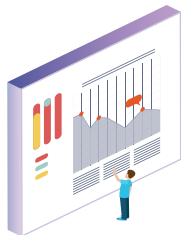
# Capitalise on China

The latest business line, Jebsen Capital, operates two main divisions in Greater China, including Equity Investments and Capital Management. Our operational know-how and expertise in real estate, financing, marketing and sales, procurement, manufacturing and project management can contribute to the Group with long-term value creation. Investment highlights in 2018 included the majority takeover of the Shanghai-based self-storage company MiniCC storage, minority investment in the Israeli automotive-focused computer vision company Eyesight Technologies, as well as a minority investment in Hong Kong-based premium healthcare provider Virtus Medical Group.



“The Group has seen success from non-traditional investments in the past. I believe this can be credited to our deep understanding of the Chinese consumer, operational competencies in China, and long-term investment approach. Jebsen Capital allows us to have a systematic approach and better position ourselves to make investments in Greater China's fast-changing environment.” Mr Alfons Mensdorff-Pouilly, Managing Director of Jebsen Capital, explained. “For that reason, we look for investment opportunities with the potential for synergies with the Group's core competencies. Specifically, we hunt for businesses that have a Greater China focus and the promise of operational excellence. We look for those that are active in an industry or sector, or whose proven product or technology has a steep growth curve. We are not a hedge fund; the path we are taking is a long term and strategic one.”

This is an important distinction, as Jebsen Capital intends to do much more than simply inject capital into companies. Rather, it seeks to add values through a flexible cooperation model that creates win-win for the Group and its portfolio companies.



- The Equity Investments Division focuses on direct growth-equity investments in Greater China, conducts investments and joint ventures to strengthen existing business lines while promoting the operation of the Group's portfolio companies and partners.
- Capital Management achieves superior returns for the Group through more liquid investments.

Chinese market is full of opportunities as well as challenges. With the increasing middle class and their rising purchasing power, as well as the development of technology and Internet economy, Chinese consumers are receptive to products and services with quality and convenience. We are confident that Jebsen Capital will be able to capitalise on the opportunities by picking winning investments that will blossom in Greater China.

# Work Together for a Win-Win Future

## Jebsen Logistics

On January 2019, Jebsen Beverage and Jebsen Logistics held the official opening ceremony for the newly-established Jebsen Beverage Hong Kong warehouse. The warehouse was built to streamline and tackle Jebsen Beer's inventory management challenges by having everything under one roof.



In the past, Jebsen Beverage stored its beer-related items at six different locations in Hong Kong. Due to different storage locations, products could not be delivered to its destination in one package, which increased the difficulty and cost of beverage transportation. By centralising the storage of Jebsen Beer products, service quality will be improved and inventory management can be more efficient and effective. This warehouse is operated by Jebsen Logistics and led by Benny Lun, General Manager of Jebsen Logistics & Beverage Supply Chain. It occupies one floor of the building, which provides 132,000 square feet of space to serve as a centralised storage and workforce hub for Jebsen Beer's products, including Blue Girl Beer, Suntory as well as other ABI products.

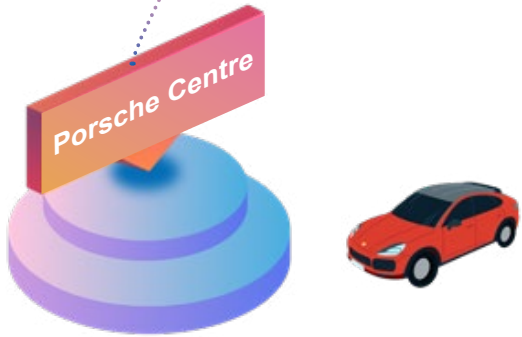
“I would like to express my thanks to the colleagues involved in this project. I would like to thank Benny and his team in particular, who have spent the past six months planning the move and delivering a warehouse space that meets Jebsen Beer's specific requirements.” — Mr Gavin Jones, Managing Director of Jebsen Beverage



## Jebsen Motors

As one of the largest Porsche dealership groups in the world, Jebsen Motors continued its record of strong growth in business and leadership in the industry. In 2018, we delivered almost 9,700 cars in Mainland China, Hong Kong and Macau, which accounted for 12% of Porsche's sales volume in the region. We served about 95,000 customers at our 10 Porsche Centres.

Jebsen Motors maintains pole position as Porsche China's Top Dealership for fourth consecutive year. Porsche Centre Hangzhou Westlake claimed top honours in the prestigious "Dealer of the Year" in 2018, with Porsche Centre Shenzhen Longgang and Futian placing second. Jebsen Motors also won five Category Awards for best-in-class performance: Dealer of the Year Central, Dealer of the Year South, Best Sales, Best Marketing and Best Management & Strategy. These awards recognised Jebsen Motors' continued outstanding commitment to the Porsche brand, excellent performance in sales and after-sales, as well as the company's customer focus and its performance driven culture throughout the course of the year.



### Strengthen a Strong Sales and Marketing Network

In 2018, Jebsen Motors was authorised to operate two new Porsche Centres, one in Nanjing and one in Shenzhen, to meet the growing demands of Porsche cars in Eastern and Southern China. Both Centres will be opened in 2020, and then the total number of Jebsen's Porsche Centres will reach 12. Jebsen Motors invested in facilities, staff training, innovation and services to satisfy customers with more excellent services and provide world-class experience to our customers.



## Deliver a Premium Customer Experience and Embrace Digital Marketing

The company's reputation for delivering a premium customer experience in China, based on a total service approach has endured ever since the beginning. In 2017, we opened Porsche Studio Guangzhou, providing an integrated digital experience according to Porsche's new retail strategy. In 2018, we opened Porsche City Service Centre Shenzhen Luohu, which is the first-ever 'Le Mans' themed Porsche City Service Centre in China. Embracing the digital age together with our customers, we also invested heavily in digital marketing through an integrated online-to-offline (O2O) approach to provide better customer experience. With a dedicated digital and social media team, we held several O2O interaction events for our customers, and they could even make appointments for test drive or other services via WeChat. This O2O approach had achieved great success in 2018. We received more than 75,000 online enquiries and nearly 20% of sales were initiated through online channels.

"China has a massive online population of over 770 million people. People here, especially young generation, are enthusiastic about network communication. It is important to provide them with efficient and convenient services anytime, anywhere. That's why Jebsen Motors strives to develop an online-offline seamlessly integrated service experience." — Mr Joachim Eberlein, Managing Director of Jebsen Motors



### Develop and Retain Top Talent

Porsche cars are powered by complex engineering and advanced technology. Keeping this specialised knowledge that Jebsen Motors prides itself all along. Naturally, talent development and retention are key management priorities, which is why we invested over HKD 8 million in talent development in the past three years. Jebsen Motors' 1,000-member strong workforce includes 36 Gold and Silver Certified Porsche Technicians (by 4 June 2019). To reach the high certification levels of Silver and Gold, every technician needs to pass Porsche China's tested examination. This ensures we have the highest level of expertise and service capabilities in all Porsche Centres. To better attract and retain them, annual employee award trips are organised. High-performing staff and their families can travel abroad and enjoy a well-deserved break.





## Jebsen Beverage



Jebsen Beverage maintained its growth in 2018. Jebsen Beer is now the largest beer organisation in Hong Kong, enjoying the highest-ever sales volumes in 2018. Blue Girl Beer, our own brand, kept the record as a leading premium beer brand in Greater China and remained the number one beer brand in Hong Kong for the twelfth consecutive year. It also saw strong growth in Mainland China. In Q2 2019, Jebsen Beverage formed a Blue Girl Beer joint venture with AB InBev in Mainland China.

Jebsen Fine Wines had also performed well in 2018. In Hong Kong, we had strong growth in the sake category, expanded the portfolio of spirit brands, and launched the upgraded online shop. In Mainland China, we had become an official Wine and Spirit Education Trust (WSET) approved programme provider. In addition, we continued to adopt the “3E” strategy (E-commerce, Engagement and Education) to promote our wine brands to stimulate potential purchasing power of the young middle class, the future driving force of red wine market.



### Taste Fine Wines



Jebsen Fine Wines constantly invests in and holds share of best wine brands around the world, including Kalamanda — one of the nine brands owned or co-owned by Jebsen Wine Estates. To introduce this Australian fine wine brand to Chinese consumers, we participated in 2018 China Food & Drinks Spring Fair in Chengdu. Since the Spring, Kalamanda has been available at supermarkets and wine counters in Shanghai as well as wine shops in Beijing and Guangdong.



### Brand New Blue Girl Beer

Blue Girl Beer in Hong Kong has been sporting a new look since July 2018. Hong Kong’s best loved larger is available in a sleek and slender 330-ml bottle. We also launched a new TV commercial accordingly. The advertisement came with a piece of new background music which conveyed a “sincere, friendly and adventurous” spirit to consumers.



## Jebsen Consumer

In 2018, Jebsen Consumer continued the expansion in the Mainland. Adopting the online-to-offline (O2O) strategy, more J SELECT stores were opened in the region, and a new online-shopping APP was launched. These contributed creating a smooth shopping experience with the omni-channel strategic approach.

Jebsen Consumer’s outstanding performance has also continued to garner industry recognition from our partners. The Dyson China team was recognised with the “Dyson Code” appreciation award from Dyson amongst other awards from major retail brand partners. Further industry acknowledgement was reflected in J SELECT’s “2018 Service Retailers of the Year – Electronic & Electrical Appliances Category Award” from the Hong Kong Retail Management Association.



### Develop the Omni-channel Network



In 2018, J SELECT came to Mainland China with our experience of five stores in Hong Kong. J SELECT Beijing WF Central store, the first of its kind in Mainland China, was opened in March 2018, bringing hundreds of stylish and quality products from all over the world to Mainland Chinese consumers. The new store is decorated in a sleek and simple style with white colour theme, aiming to establish a relaxing

environment. Apart from J SELECT stores, we also set up a series of J SELECT+ counters offering shopping convenience at shopping malls in major cities of Mainland China. After the opening of the J SELECT+ at Shanghai IFC in October, Jebsen now has a total of four J SELECT+ in Shanghai.



### Introduce Advanced Beauty Products

In 2018, J SELECT partnered with Japan ARTISTIC&Co. and introduced Dr.Arrivo series of advanced home beauty gadgets to Chinese consumers. It offers a technologically driven way to achieve the art of beauty at home. The series of products were officially launched at the J SELECT Beijing WF Central store in August 2018.





## Jebsen Industrial

In 2018, Jebsen Industrial strengthened the O2O strategy to further expand its geographical coverage and service capability in Asia.

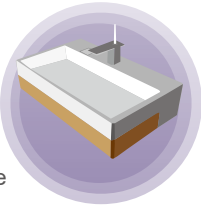
The Distribution & Services Division initiated the diversification of its services in 2018. The Automation & Services business has partnered with Stratasys, a global leader in 3D printing to deliver professional 3D printing technologies and solutions. The Building Products business has set up the Hong Kong first showroom of French premium bathroom brand Jacob Delafon. The Cinematic & Broadcasting Solutions business has also cooperated with partners like Cooke Optics, Hive Lighting and ND-Film/Rental to introduce new lenses and technologies to Greater China.

As a joint venture partnership established in 2017, the Ingredient Division developed smoothly in 2018. It also presented leading technologies and products on the Food Ingredients Fair China 2018.

The Mobility Solutions Division moved Jebsen-TCG into a new plant.



### Establish a Partnership with European Premium Bathroom Brand



Jebsen Industrial partnered with Kohler, the purveyor of exceptional French fashion home kitchen and bathroom products. Kohler awarded the distribution rights of their premium bathroom brand Jacob Delafon in Hong Kong and Macau to Jebsen, unveiled Jacob Delafon's first showroom in Hong Kong on 23 November 2018. The showroom offers an inspirational and immersive opportunity for customers to experience how Jacob Delafon translates French heritage, craftsmanship, elegance and luxuries into premium bathroom collections. The new partnership brings together three companies with a combined heritage of almost 400 years. It is expected to strengthen Jebsen's services to Hong Kong's high-end residential sector, even as it continues to serve the commercial, education, government, healthcare, hospitality, industrial and recreational sectors across Greater China.

"We believe that Jebsen is an ideal partner with Jacob Delafon because we share many commonalities that extends far beyond our long European heritage." — Mr Larry Yuen, Group President of Kitchen & Bath, Kohler Co.



## Showcase State-of-art Cinematic Technologies



JCineCast, under Jebsen Industrial's Cinematic and Broadcasting & Solutions business, marked its 20<sup>th</sup> year of participation in the Beijing International Radio, TV & Film Equipment Exhibition (BIRTV), which is China's most authoritative exhibition of innovations in the industry. Riding on the theme of "Empowering Creators and Bringing Visions to Life", JCineCast showcased a wide range of pioneering product portfolios and solutions from over 10 industry-leading manufacturers of lens, camera and film-making equipment, such as Angenieux, Cooke, IB/E Optics and Tiffen. In the exhibition, visitors could get their hands on experience in manipulating the latest large-format cine lenses, cameras and accessories. Together with the JCineCast team, they can even explore the possibilities by grouping different equipment for perfect visual effects.

"We are dedicated to bringing the widest range of revolutionary products to China so that Chinese film and TV programs creators can be empowered to build an optimal production equipment portfolio that brings their visions to life." — Mr Jack Yu, Head of Cinematic and Broadcasting Solutions, Jebsen Industrial



## Pioneer in China's Auto Market



Chinese government encourages fuel-efficient automobiles and electric vehicles so as to reduce pollution. With an investment of RMB 30 million, Jebsen-TCG opened a new plant in Dalian in April 2018. The 5,000m<sup>2</sup> new plant is equipped with advanced, fully-automated assembly lines, thereby increasing the number of production lines from 2 to 10, whilst expanding the manufacturing capacity of oil and water pumps from 1.5 million to 4 million units annually. The new electric water pumps are critical for electric-powered and fuel cell-powered engines, which is helpful to capture China's rapidly growing auto industry and fulfil the goal of high energy efficiency and electrification. This is also another step taken by Jebsen in fulfilling its commitment to provide Chinese auto manufacturers with the most advanced products in the industry.

"The opening of our new Dalian manufacturing plant is a milestone in the long relationship we have with both TCG Unitech and Dalian. This new plant symbolises the long-term commitment of Jebsen-TCG to Dalian as our automotive hub." — Mr Hans Michael Jebsen, Chairman of Jebsen Group





# Environmental Conservation



Jebsen Group is committed to making a positive contribution to society. We ensure compliance with environmental laws and regulations and implement green initiatives with our employees and business partners in order to establish an environmentally friendly enterprise. In 2018, on the top of conducting carbon management and promoting eco-friendly products, the Group launched a brand new "JGreen" Programme in response to the UN SDGs to inject new momentum into Jebsen's environmental conservation efforts. Jebsen has also become a corporate member of the Business Environment Council (BEC), joining forces with socially-responsible companies and experts in Hong Kong to promote sustainable development.

Jebsen launched "JGreen", a brand new environmental conservation programme, to systematically promote green initiatives within the Group.

Jebsen received the CarbonCare® Label from the Carbon Care Asia for the six consecutive years, along with the CarbonCare® Star Label for the first time.

Adhering to the concept of green office, Jebsen has adopted environmentally friendly technologies and eco-friendly business management to reduce energy and resource consumption in daily operation.



**JGreen**  
• Stimulate • Internalise • Sustain





# “JGreen” Programme



## SDG 15: Life on Land

Deforestation and desertification, caused by human activities and climate change, pose major challenges to sustainable development and have affected the lives and livelihoods of millions of people in the fight against poverty. Worldwide efforts are being made to manage forests and combat desertification.

In 2018, Jebsen launched “JGreen”, a brand new environmental conservation programme, to systematically promote green initiatives within the Group.



Scan to know more about "JGreen"

“JGreen” is the Group’s new programme in environmental conservation. Through collaboration between different Divisions and Departments, as well as internal promotion and educational activities, we hope that green values can be instilled into Jebsen employees. Jebseners have been encouraged to live green lifestyles and to make concerted efforts on the sustainable development of our environment.



### WHAT IS JGreen ?

“JGreen” is Jebsen Group’s new programme in environmental conservation. Through collaboration between different departments/divisions, internal promotion and educational activities, we hope that the green values can be internalised in Jebseners, and encourage our colleagues to live more “green” to make concerted efforts on the sustainable development of our environment.

#### WHAT WILL WE DO

We will raise awareness of our environmental footprint through “Green Columns” and “Green Tips”, and organise “green-issues” workshops and seminars for experiential environmental education so as to achieve the following three goals one by one:

Mitigate the climate change by saving electricity

Enable the sustainability of natural resources by reducing the use of disposable utensils

Alleviate the soil and water pollution by recycling and reusing waste

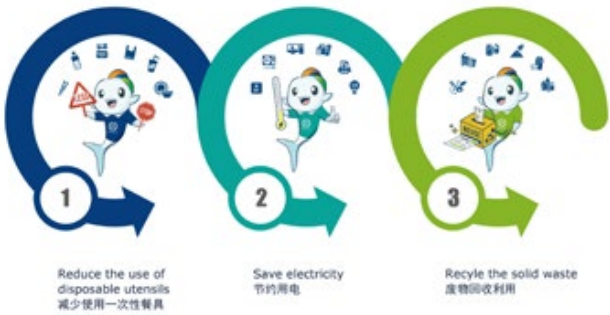
Please support JGreen

Let's come together and take action now!

For more details, please follow us on WeChat.

JEBSEN

A meaningful logo has been designed for “JGreen”. The logo is in the shape of a big tree, which represents the Group and our employees’ joint efforts in taking “green actions”, including internal education and experience activities (Stimulate), encouraging green lifestyles (Internalise), and constantly creating green power for the environment (Sustain). And the two letters “e” of “JGreen” have been nicely transformed into an “infinity” symbol, which represents the continuous efforts of “JGreen” to create environmental sustainability.



Jebsen has set three goals for “JGreen” based on SDGs, including “Reduce the use of disposable utensils”, “Save electricity” and “Recycle solid waste”. During the programme period, the Group will achieve the goals one by one through online education and offline workshops in 2019, as well as Q&A games and campaigns to help employees gain a better understanding of the importance of environmental protection.



# Green Footprint in 2018




## SDG 14: Life below Water


Careful management of this essential global resource is a key feature of a sustainable future. However, at the current time, there is a continuous deterioration of coastal waters owing to pollution and ocean acidification is having an adversarial effect on the functioning of ecosystems and biodiversity.


Through environmental protection activities, Jebsen Group helps its employees improve awareness of environmental conservation and integrate into their daily lives.

## Joint Efforts with WWF

Since 2000, Jebsen has become a double diamond member of World Wildlife Fund Hong Kong (WWF-HK). In 2018, Jebsen joined the Corporate Membership Programme and collaborated with WWF-HK to promote sustainable and green lifestyles through employees' education activities.

 "Earth Hour": On 25 March 2018, Jebsen turned off non-essential lights, neon signs and billboards at all offices and Porsche Centres across Greater China for an hour to remind people and raise their awareness of environmental conservation. This marks Jebsen's 10 consecutive year in joining the Earth Hour. The Group also encouraged all employees to respond to this commitment by turning off lights and other unnecessary electrical appliances at home during the Earth Hour. We practiced sustainable living and consumption style through making small changes.

 "Run for Wild": On 25 February 2018, WWF-HK held an annual Run for Wild event under the theme of "Race against Extinction". Jebsen encouraged its employees and their family and friends to take part in this meaningful event, through which public awareness of sustainable lifestyles, climate change and wildlife protection was improved apart from raising funds.

 Clearing Exotic and Invasive Plants at Mai Po: Despite the hot weather, Jebsen volunteers went to the Hong Kong Mai Po Nature Reserve on 26 May 2018 to visit artificial wetlands and help clear an invasive plant - mikania micrantha.



## Food Bank Campaign




In March 2018, the annual "Food Bank - New Year Gifts Pack and Food Collection" was organised, and our colleagues generously shared gifts and food with underprivileged families and elderly. All donations were distributed to people in need by St James' Settlement.





## Lai See Recycling Programme

Jebsen encouraged employees to participate in "Lai See Recycling Programme" initiated by the Greeners Action, an environmental protection organisation. The collected red packets were passed to shelter workshops of social welfare institutions designated by the Greeners Action. Processed red packets became reusable and were distributed to the needy, thus achieving waste reduction.



 Organic Gardening Experience at Island House: On 16 June 2018, Jebsen employees and their family and friends went to Island House to experience organic gardening, learning more about the eco garden and introduce a number of gardening techniques.

 Hoi Ha Wan Snorkelling Activity: On 22 September 2018, Jebsen employees and their family and friends went to Hoi Ha Marine Life Centre. Through a ride on the glass-bottomed boat and outdoor snorkelling activity, we explored the Hoi Ha Wan environment and species of plankton, fish and corals in the underwater world, and better recognised the importance of sustainability.

 Lip Balm DIY Workshop at Island House: On 24 November 2018, Jebsen employees and their family and friends went to Island House to learn how to make lip balms with organic ingredients and have a better understanding of sustainable lifestyle.



# Carbon Management



## SDG 13: Climate Action

Currently, weather patterns are changing, sea levels are rising, weather events are becoming more extreme and greenhouse gas emissions are now at their highest levels in history. 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 has been continuously working hard to reduce operational impacts on climate change. The Group has improved carbon management every year by conducting strict carbon audit and purchasing carbon credits to achieve carbon neutrality.

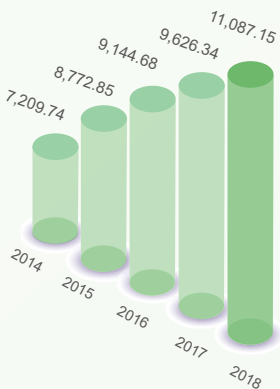
## Carbon Audit

Jebsen has established a dedicated Carbon Audit Team working on carbon management and annual carbon audit report. The report will be reviewed by a third-party organisation, Carbon Care Asia, to increase the data accuracy and reliability. Based on the carbon audit results, Jebsen has improved its internal energy consumption management, thus contributing to the efforts against global climate change. In 2018, Jebsen received the CarbonCare® Label from the Carbon Care Asia for the six consecutive years, along with the CarbonCare® Star Label for the first time.

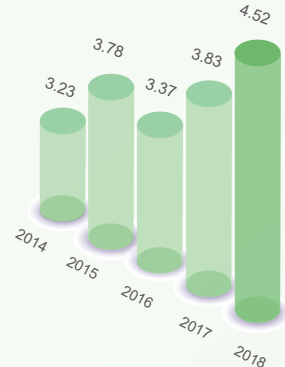
According to the verified Carbon Audit Report, Jebsen's total carbon emissions in Hong Kong, Macau and Mainland China in 2018 was 11,087 tonnes of CO<sub>2</sub>e (including direct and indirect emissions). It was higher than previous years due to business growth. In 2018, the Group's carbon intensity has increased by 3% to 670 tonnes of CO<sub>2</sub>e per billion HKD compared with 2017 (i.e. 652 tonnes of CO<sub>2</sub>e per billion HKD), while it has dropped by 7% compared with the baseline year 2009.



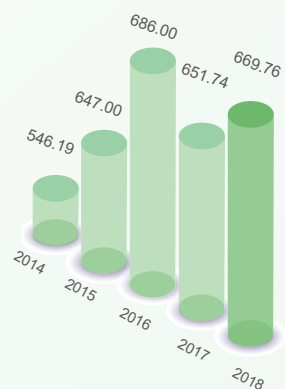
2014-2018 Jebsen Group Carbon Emissions (tonne CO<sub>2</sub>e)



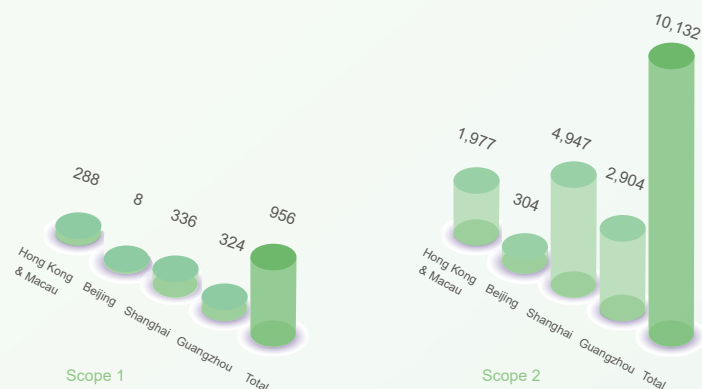
2014-2018 Jebsen Group Carbon Intensity (tonne CO<sub>2</sub>e/billion HKD)



2014-2018 Jebsen Group Carbon Emissions per Capita (tonne CO<sub>2</sub>e/capita)



2018 Jebsen Group Scope 1 and Scope 2 Carbon Emissions by Locations (tonne CO<sub>2</sub>e)



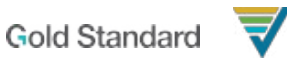
Note: Scope 1 refers to direct emissions resulting from activities within Jebsen's control. Scope 2 refers to indirect emissions from electricity, heat or steam purchased and consumed by the Group. Classification of carbon emissions are based on the Greenhouse Gas Protocol: A Corporate Accounting and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





# Carbon Neutrality

Since 2012, Jebsen has invested in renewable energy projects and purchased carbon credits to offset its carbon footprints and achieve carbon neutrality. In 2018, we contracted with South Pole Group, an international carbon finance organisation, to invest in three climate-friendly projects, including Siam Cement Group Biomass to Energy in Thailand, Nakhon Biogas in Thailand and Za Hung Hydro in Vietnam, to offset 9,626 tonnes of carbon emissions in 2017 and achieve carbon neutrality of the year 2017.



## CERTIFICATE OF CLIMATE PROTECTION

This certificate verifies that  
**Jebsen & Co Ltd**

has compensated  
**9,626 tonnes of greenhouse gas emissions**

by investing in South Pole's climate protection projects:  
Siam Cement Biomass to Energy, Thailand (300180)  
Nakhon Biogas, Thailand (300059)  
Za Hung Hydro, Vietnam (300758)



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

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Retirement ID 5063-210915550-210916380-VCU-009-APX-VN-1-900-01012012-31052014-0  
Retirement ID TH 5-0-CER 12633095 12636944

Certificate no. 102813-2018

This certificate is issued by South Pole. For more information about our services and more than 500 climate protection projects, please visit: [southpole.com/projects](https://southpole.com/projects). The CO<sub>2</sub> emissions indicated on the certificate are compensated through investments in the above mentioned carbon offset projects based on international standards.

03/10/2018



## Siam Cement Group Biomass to Energy in Thailand

The infrastructure invested by this project enables the five cement manufacturing plants involved to use biomass residue as alternative fuels, including rice husks, wood-processing residues and other agricultural waste, thus reducing their consumption of fossil fuels.



## Nakhon Biogas in Thailand

A large amount of waste water produced by the local industry of cassava starch were directly discharged into the lake, releasing a large amount of methane gas. This project installed a closed lagoon anaerobic system that captures methane gas emissions to generate clean energy. This not only reduces the emission of greenhouse gases but displaces energy sourced from the burning of fossil fuels.



## Za Hung Hydro in Vietnam

This project replaces fossil fuels with hydropower to generate electricity, reducing greenhouse gas emissions and helping the country to meet its growing energy demands. The hydropower plant has two turbines with a total installed capacity of 30 MW and an annual output of over 120,000 MWh, providing clean electricity to about 19,870 homes.





# Green Operations







## SDG 12: Responsible Consumption and Production

Since sustainable consumption and production aims at “doing more and better with less”, net welfare gains from economic activities can increase by reducing resource use, degradation and pollution along the whole life cycle, while increasing quality of life. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

According to the objective of green operation, Jebsen Group cooperates with manufacturers of environmentally friendly products, promotes green technologies and solutions. Apart from this, the Group implements green office measures, and introduces energy-saving logistics vehicles to achieve sustainable consumption and production.

## Green Office

Adhering to the concept of green office, Jebsen has adopted environmentally friendly technologies and eco-friendly business management to reduce energy and resource consumption in daily operation.

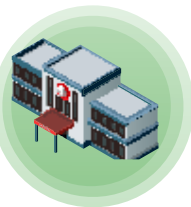
-  Reduce paper use: Electronic documents are encouraged to reduce paper documents; use environmentally friendly or recycled paper whenever possible; reduce colour print and promote duplex print.
-  Reduce the use of disposable items: At office, no disposable cup is provided, while disposable lunch boxes, plastic bags and plastic straws are not encouraged; a new disinfection cabinet is purchased in the Shanghai Office.
-  Save energy: Set all office facilities in energy saving mode; arrange the use of vehicles reasonably and encourage car sharing to reduce fuel consumption; turn off lights while leaving meeting rooms or offices; turn off computers and display screens after work.
-  Recycle solid waste: Recycle reusable paper, plastics, and coffee grounds; reduce the use of trash bags or reuse; recycle the reusable parts of copy machines, printers and fax machines, such as toner cartridges; use peel to produce enzyme detergent; grow small plants with used beverage bottles.



# Green Building Products

Green products are key component of Jebsen’s building solutions. Jebsen Industrial is dedicated to source eco-friendly and safe building products for our customers and assist customers in getting green certification. It has made outstanding achievements in terms of water and energy saving, reuse and recycling, and resource conservation. Jebsen Industrial has participated in many green building projects in Hong Kong, including Hong Kong Children’s Hospital, Hong Kong-Zhuhai-Macau Bridge, Kwun Tong Promenade Project Phase I and Phase II Project and Harbour-front Enhancement and Revitalisation Project at the Western Wholesale Food Market (WWFM), etc. Jebsen provided optimised solutions for green space and sanitary facilities in these projects.

## Sanitary for the Hong Kong Children’s Hospital



Opened in late 2018, Hong Kong Children’s Hospital aims to provide young patients and their family with quality services and better healthcare experience, among which the hygiene of hospital equipment and facilities is an important part. As the supplier of building products in this project, Jebsen provided over a thousand sets of hygienic sanitary products from multiple industry-leading brands. Those products, including sensor faucets, sanitary ware and fittings, shower panels, were installed in the wards and washrooms. The sanitary and accessories are fully complied with the UK’s Health Building Note 00-10, thus reducing the risk of infection in the hospital and forming up the best practice of integrated sanitary portfolio. Jebsen maximised the efficiency of planning, logistics and delivery from a service supplier, demonstrating its capability to provide a one-stop sanitary solution for the medical sector.



## Eco-friendly Solutions

Jebsen Industrial focuses on environmentally friendly solutions in Greater China. Being green, clean and contributing to social well-being, Jebsen Industrial has provided advanced technologies of clean gas and diesel as well as renewable energy systems and premium oil. We also tailor energy solutions to customers’ requirements, from design and budget proposals to complete installation and maintenance services.

## Green Logistics

Jebsen attaches great importance to environmental compliance of logistics vehicles, and strives to improve drivers’ awareness in energy-saving, contributing to the improvement of urban air quality.





# Staff Well-being

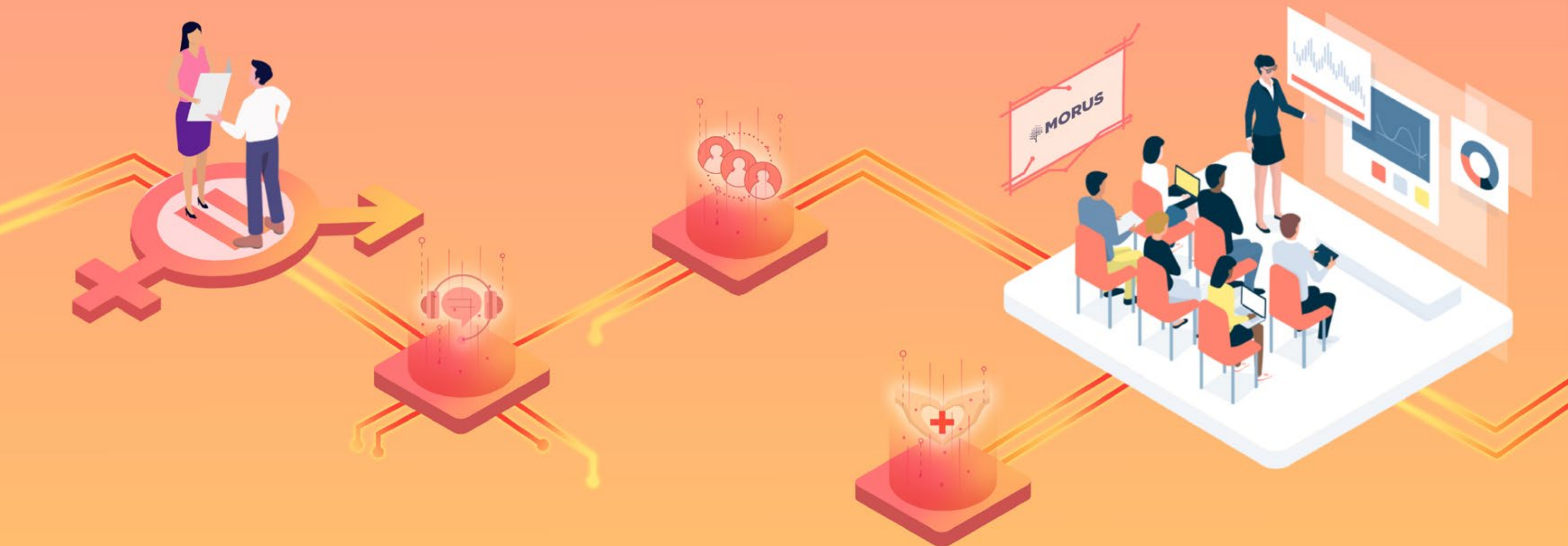


The foundation of Jebsen's sustainable development over the 120 years is our outstanding workforce. Jebsen upholds a people-oriented philosophy, values every employee's contributions to the Group and strives to create a great workplace. While our staff members are dedicated in driving the Group's success, we also offer opportunities for our employees to enhance their abilities and gain improvement.

Since 2018, Jebsen has optimised our Employer Value Proposition through various channels.

Benefited from various online programmes such as WeChat learning sessions for Mainland China staff, both total training participation rate and total training hours gained a significant increase in 2018.

In the third Employee Insight Survey, the employee engagement score reached 61%, an increase of 9% over 2015. Employees were most satisfied with the areas of corporate responsibility, vision and goals and objectives, workplace safety and work tasks.





# Employer Value Proposition

## Jebsen Group 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."

## Practice Employer Value Proposition

At Jebsen, "Success Breeds Success" is the commitment to attract and retain talents. We believe the Group's success depends on each individual's efforts. At the same time, we help our employees fulfil their potential through continuous on-the-job training, staff development, staff communication and other platforms and projects.

Since 2018, Jebsen has optimised our Employer Value Proposition through various channels, including carrying out a comprehensive development plan based on evaluating employees' potential and development needs at both individual and Group levels; providing opportunities for learning and career development to pursue excellence; and organising J Inspire to inspire career and personal development as well as enhance communication among different business lines.



# Salute to Excellent Staff

Employees are our most valuable assets when driving the Group towards success. In order to inspire more employees to embrace the Employer Value Proposition, we interviewed our outstanding colleagues and published their success stories on our Careers website to advocate "Success Breeds Success", our employer value proposition.

## Jebsen and the Best Years of My Life



### Kam Hong Yim Assistant Service Manager, Jebsen Consumer

I was at the age of 22 when I saw a job advertisement from Jebsen, seeking a camera repair technician. My interview at Jebsen was a complete eye-opener as I saw the maintenance department of PMD film equipment was stacked with AV electronics products. I was both thrilled and surprised when Jebsen hired me as a camera technician. I was determined to give it my all. My first duties were repairing Rolleiflex SLR cameras and projectors. My boss Master Cheung taught me a lot, and the company sent me on a two-week training at the PENTAX factory in Japan just four years after I joined. I think that is why many technicians stay with Jebsen for years: the company is deeply committed to developing its employees.

As times changed, so did my role: I now also oversee watches and different Dyson home appliance products. Especially in such a fast-paced market like Hong Kong, we need to keep pace with the world, and with the changes brought by the Internet. My team and I work seamlessly together to harness technology and teamwork, which enables us to shorten maintenance times and deliver better, more efficient service. I have spent more than 35 years in the Jebsen family, a place where every lesson has proven to have lifelong value. In closing, I hope that my motto: "Keep looking forward and never stop. Go! Go! Go!" will be one to be remembered.

## From CSR to Family



### Qing Deng Accountant, Jebsen Beverage

A mother's love is possibly the greatest love there is. When I joined Jebsen nine years ago, I learned that the love between an employer and its employees can also be immensely profound. Jebsen has taken great care of me since day one, and its supportive workplace is a pleasure to return to every day. For one, our thoughts matter here: every employee is given a voice through an Employee Insight Survey conducted every two to three years. We also receive company gifts and holidays on our birthdays. All mothers harbour high hopes for their children; I am no different when it comes to my son, Kevin. From a young age I taught him calligraphy and encouraged him to study hard, hoping one day he could serve our society. As a parent I was delighted to find out about Jebsen Scholarship for employees' children. Kevin did not disappoint me; he won the scholarship twice! My pride at seeing him receive his awards on stage, however, was nothing compared to seeing how deeply Kevin was influenced by Jebsen's CSR values. Kevin decided to donate a part of his scholarship to his school's animal rescue programme. His actions motivated some of his classmates to do the same.

If I had to name my biggest takeaway over the past nine years at Jebsen, it would be this: everything comes down to love. Jebsen has taught me the importance of being caring, both towards its employees and the society. Today this is an attitude I bring to my job, where I always strive for my personal best. In this way my teammates know they can count on my support to make their work smoother and more effective. I like to think of this as one way I am returning the favour to Jebsen, after all that it has done for my family.



# Staff Diversity and Gender Equality



## SDG 5: Gender Equality

While the world has achieved progress towards gender equality and women’s empowerment under the Millennium Development Goals, women and girls continue to suffer discrimination and violence in every part of the world. Implementing new legal frameworks regarding female equality in the workplace and the eradication of harmful practices targeted at women is crucial to ending the gender-based discrimination prevalent in many countries around the world.

Guided by the belief that “we are family,” Jebsen Group has always been committed to creating a diverse and inclusive work environment for employees. We treat talent from diverse cultures and backgrounds equally. We respect women’s rights and maintain gender equality in remuneration, welfare, employment and recruitment, while offering necessary assistance to working mothers and other employees with special needs.

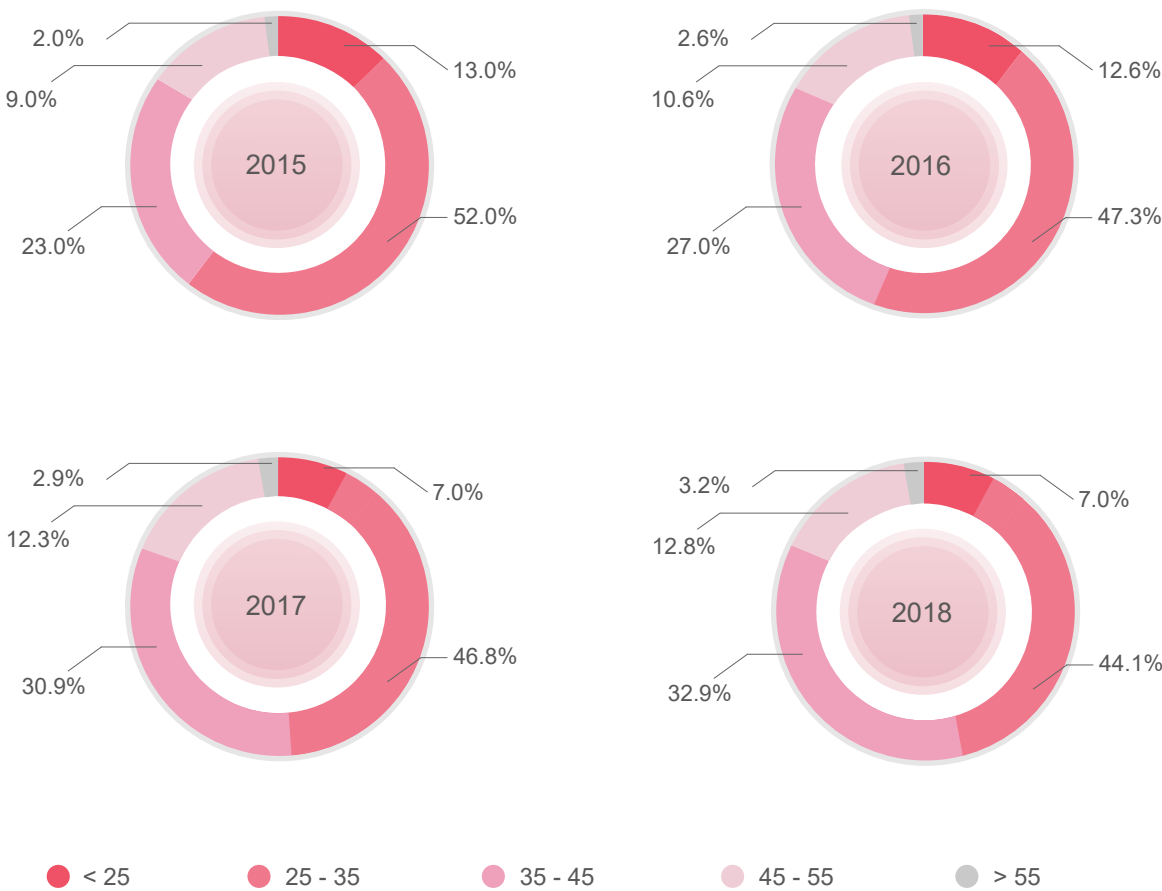
## Staff Diversity

By the end of 2018, Jebsen had 2,101 employees in the Greater China region. 43.9% of employees were based in Hong Kong, Macau and Taiwan, while the remaining 56.2% were located in Mainland China. In order to facilitate communication among employees from different cultural backgrounds, we insist on issuing regulations and notices in both Chinese and English.

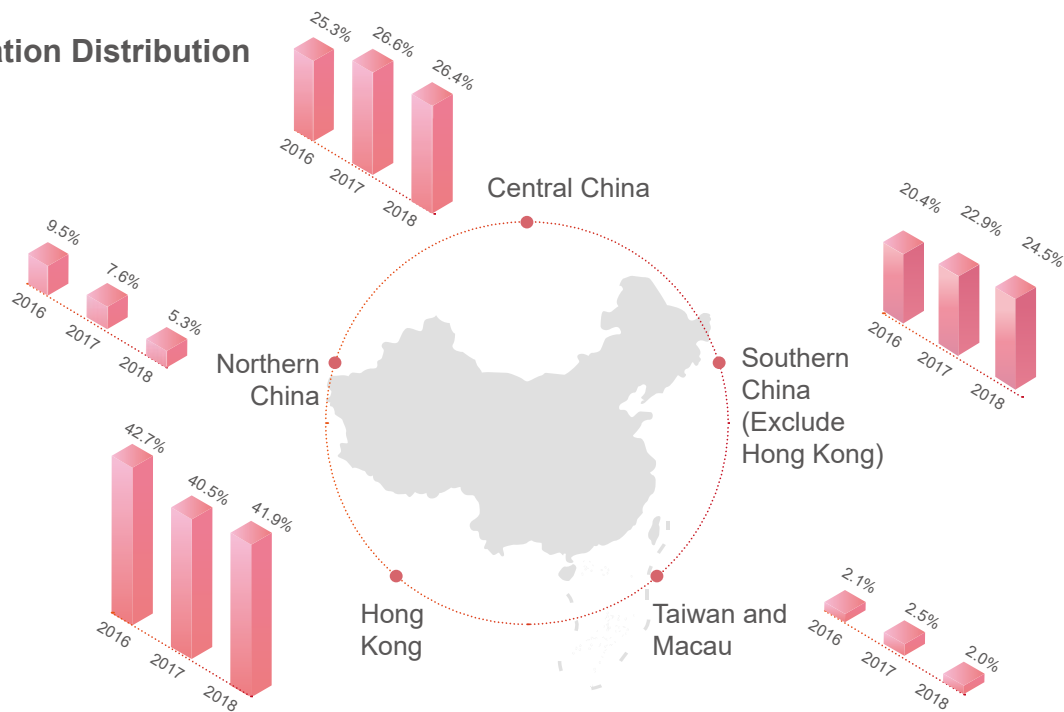
Total Number of staff (Person)



Age Distribution



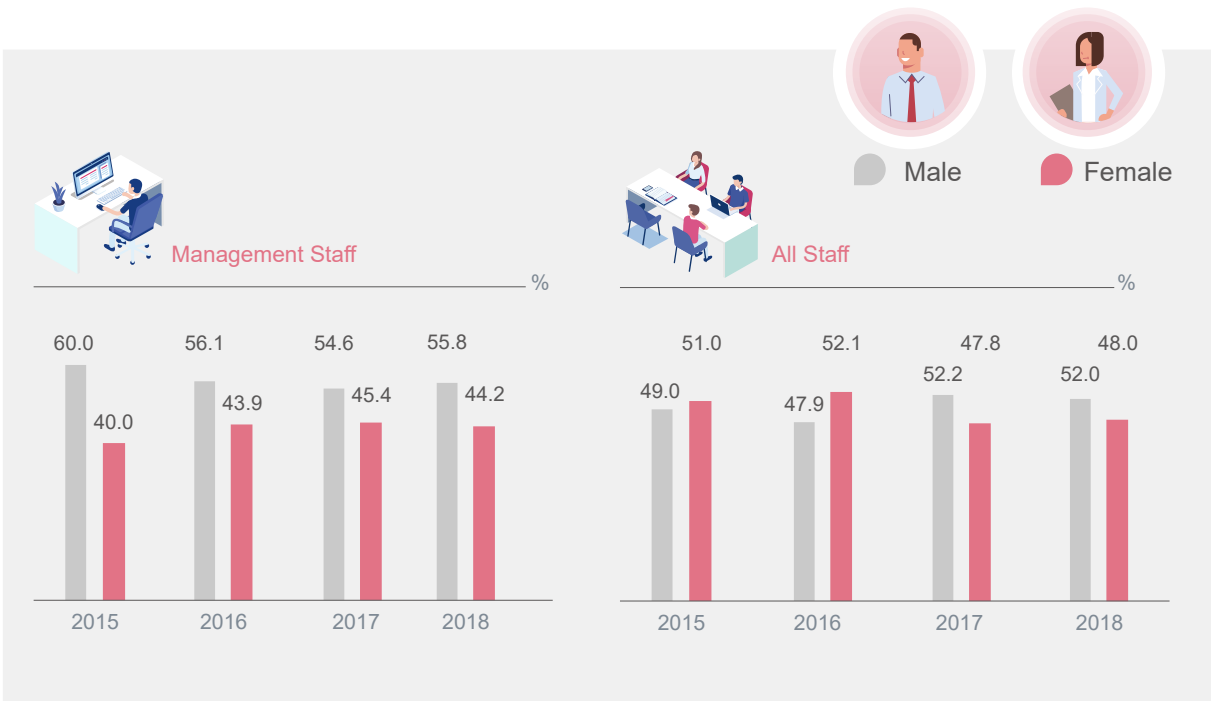
Location Distribution








Gender Equality

By the end of 2018, approximately 48% of employees and 44% of management staff were female, which reflects the Group's commitment to gender equality.



Care for Female Staff



The Group provides breastfeeding facilities for working mothers in support of their parenting. We provided lactation rooms equip with refrigerators and wet wipes at Hong Kong headquarters as well as Beijing, Shanghai and Guangzhou offices to provide a quiet, hygienic and comfortable space dedicated for employees in lactation period. At the end of 2018, the Group declared offering 10 weeks of full-paid maternity leaves and 5 days of full-paid paternity leaves at our Hong Kong headquarters to support parents.

Staff Training

Effective staff training is beneficial for both employees and the Group. For employees, training help facilitate adaptation to ever changing business environments, improve professional skills and competitiveness. For the Group, well-trained employees can enhance working efficiency and effectiveness, improve management and establish good working environments.

Staff Training and Promotion

In 2018, the Group reviewed its past practices and continued to improve staff training programmes. We not only provided leadership development training for management staff, but also tailored training programmes for employees in different business lines to develop and enhance specific skills. Benefited from various online programmes such as WeChat learning sessions for Mainland China staff, both total training participation rate and total training hours gained a significant increase in 2018. This provided a new direction for staff training. In late 2018, the Group introduced a brand-new External Learning Policy to support staff in enhancing professionalism in 2019.





## J Inspire

In 2016, Jebsen launched a training programme called J Inspire at Hong Kong headquarters and Mainland China offices. The purpose of J Inspire is to enrich employees' lives by inspiring them to have both personal and professional development as well as to provide exchange among colleagues from different departments. A part of the programme is inviting guests and outstanding colleagues to lecture on various topics and to share their professional insights and personal experiences, as well as to interact with employees in attendance.

In 2018, Jebsen organised 10 J Inspire lectures with 360 participants. In May, we invited Ms Eliza Wong, an expert in marketing and big data, to share strategies and cases on how to exploit business opportunities through big data marketing. In July, we invited Ms Daryl Choy, an expert in new retail and customer experience, to talk about the influence of emerging technologies like big data, intelligent devices, mobile applications and cloud computing on customer experience. In August, we invited Ms Carolyn Butt, a professional marketing consultant and lecturer in advertising management at Hong Kong Baptist University, to share market demands and trends and analysis of successful cases to help participants find the best branding solutions. In October, we invited Dr Royce Yuen, a review board member of the Hong Kong SME Development Fund and BUD Fund, to expound on how to build, manage and strengthen brand experience through real cases.



## Learning Carnival



From June to July 2018, the Group launched four Learning Carnival events in Hong Kong, Beijing, Shanghai and Guangzhou. On top of J Inspire, the Learning Carnival consisted of a brand new Pop-up Cafe activity in which participants discussed the direction and goals of their personal learning and development after learning the concepts and cases of big data and marketing from experts. In this way, we further improved the quality and effect of staff training.

## Staff Communication

As a company that strives to create value for our 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.

### Communication Channel

Diverse communication channels provide a foundation for the Group to connect with employees. We provide access for information in a timely manner through modern communication network to facilitate effective internal communication.

#### Morus



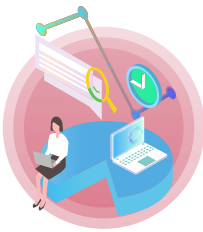
In order to promote internal communication and convey latest news, corporate policies and event announcements to employees, the Group sets up Morus, an intranet information platform, to ensure effective communication with employees. We continue to optimise and revamp Morus so as to improve user experience.

#### Moments



In 2009, Jebsen launched Moments, a quarterly newsletter which features important updates of the Group. Moments cover information from the Group and all business lines, present business achievements and corporate culture to readers within or outside the Group. We revamped Moments in late 2018 providing in-depth interviews of various employees to make it more readable. Employees are able to have a more comprehensive understanding of the Group's current development and future planning in various areas.

#### Social Media



The Group also uses mobile technologies and various social network to enhance internal communication. Employees can easily access to information and news of the Group through WeChat, Weibo and LinkedIn.

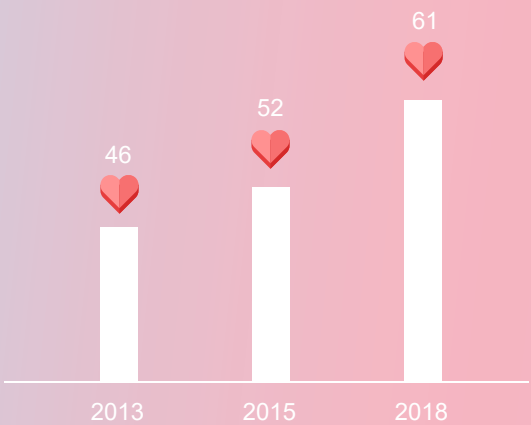


## Employee Insight Survey

In 2013, we launched the Employee Insight Survey to understand employees' opinion about the Group and their jobs. In 2018, we invited staff in Mainland China, Hong Kong, Macau and Taiwan to participate in the Group's third Employee Insight Survey. We achieved 88% participation rate with a 2% increase in the second survey (2015), while the employee engagement score reached 61%, an increase of 9% over 2015. The survey results revealed that employees were most satisfied with the areas of corporate responsibility, vision and goals and objectives, workplace safety and work tasks. These results provide the Group and all business lines with guidance on improving human resource management as well as a reference for conducting more in-depth communication with employees and implementing corresponding action plans.



Employee Engagement Score (%)



## Staff Welfare and Health



### SDG 8: Decent Work and Economic Growth

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs that stimulate the economy while not harming the environment. Job opportunities and decent working conditions are also required for the whole working age population.

Jebsen Group obeys the rules of employment, and constantly improves employees' work experience through remuneration, welfare, health, safety, after-work lives and so on. By doing so, we enhance employees' sense of well-being, identity and belonging, while helping them share the joy of making progress together with the Group.

## Ensure Employee Welfare

Apart from statutory benefits, the Group provides diverse fringe benefits, including various leaves, Group Life Insurance, Personal Accident and Additional Medical Insurance, gift vouchers, condolence allowance, Long Service Award, Jebsen Scholarship (for staff's children), etc. In late 2018, the Group declared that the employee portion of the MPF voluntary contribution would become optional at Hong Kong headquarters, and that the Group Medical Insurance Scheme would be extended to the second child of employees in Mainland China. Besides, employees can also receive special product discounts when purchasing products of the brands operated by the Group.

### Electronic Leave Management System

In January 2018, Jebsen launched an electronic leave management system to improve daily administration efficiency and reduce paper use. To facilitate colleagues to get familiar with the system, we also produced videos demonstrating leave application, cancellation, approval processes, etc.

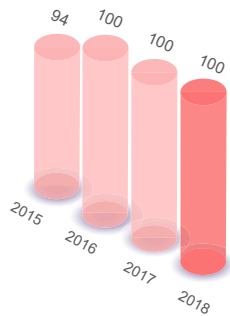


## Employee Referral Programme

The Employee Referral Programme is an important recruitment channel for Jebsen. The Group invites all staff to be brand ambassadors by sharing job openings with their friends and families. Full-time or contract staff who have completed six months of continuous service would be entitled to a referral bonus upon a successful recommendation.

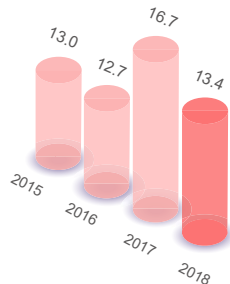


Enrolment in social insurance plan\* (%)



\* The coverage of group's social insurance doesn't count the retiree and early retiree since 2016.

Average annual leaves per employee (Day)



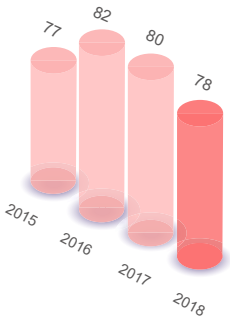


## Occupational Safety

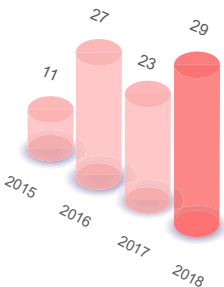
The health and safety of our employees have been a focus of Jebsen in establishing a good workplace. As a part of our efforts, the Group has implemented a series of healthcare measures, including health seminars, physical checks and a service hotline. In late 2018, the Group extended medical benefits to the children of staff in Grade 6–9 in Hong Kong and Macau and increased the annual health check allowance from RMB 400 to RMB 500 per employee in China.

The safety of our people and property has always been a priority of Jebsen, thus we strictly implement “Office Safety Regulations and Procedures” and “Regulations on Employee and Visitor Identification and Access Cards”. To reduce office security risks, the Group conducts regular security checks, issues office safety notices and ensures that each office is equipped with fire extinguishers and exit route maps. Meanwhile, each office has at least one executive who has been professionally trained as a first aider. Every year, we engage staff in all offices to participate in fire drills and safety seminars organised by the property management offices.

Coverage of physical check and health record (%)



Workplace injury\* (Case)



\* There was no case of death due to occupational diseases and business in 2018.

## Wellness Month

Jebsen’s annual Wellness Month is one of our long-term commitments to care about the health of our employees. In 2018, the theme of Wellness Month was “Prevention is Better than Cure”. An array of fundamental health checks was presented, ranging from nutritional bio-resonance scanning, medical consultation, and lung-purifying steam to precautionary tests for the “3 Highs”, cancers and arteriosclerosis. A total of 19 check-ups were arranged at Mainland China offices and Hong Kong headquarters, enabling 975 employees to better understand and improve their health conditions.



## Employee Abundance Programme (EAP)

EAP is a service provided by Jebsen to assist employees in resolving mental or psychological stress. EAP offers a 24-hour hotline in English, Cantonese and Mandarin for staff and their immediate family, including spouses and children under 21 years old. The hotlines provide consulting services about either work issues or personal concerns on a strictly confidential basis.



## Enrich Employees’ Lives

The Group organises diverse staff activities every year to enrich employees’ lives. In 2018, it continued to adopt the “3C” model (Cares, Cheers and Celebrates) through 26 leisure activities and 18 lunch-time seminars/workshops, which attracted 3,009 participants in total.



## Annual Dinner

The Group held its 2019 Annual Dinner in Hong Kong, Beijing, Shanghai and Guangzhou. The gatherings were attended by Mr Jebsen, Group Chairman, and Mr Hennig, Group Managing Director, together with other members of management. The management reviewed the Group’s achievements over the past year with our colleagues, acknowledged their efforts and inspired them for the future.



## Jebsen Movie Night



From April to May 2018, the Group organised 6 movie-watching activities in Beijing, Shanghai, Guangzhou and Hong Kong, inviting 605 employees and their families to enjoy the “Avengers: Infinity War”.





# Philanthropy



As a responsible corporate citizen, Jebson has focused on the community's sustainable development as well as staff engagement in the philanthropy sector. Currently, Jebson is making efforts in four areas: "Project Morning Star" which aims to establish a sustainable system of ophthalmic treatments and promote equal access to medical resources in rural China; "Life is Art" Programme which cares for children with autism, education sponsorship for the next generation's development and local volunteering activities that help create a more harmonious environment in the communities.

Phase II of "Project Morning Star" went smoothly in 2018. The county-level eye care services at pilot sites were established from scratch, a prototype of the ophthalmology model for rural areas was formed, and the local doctors' eye care services were improved.

In 2018, we increased handicraft parts of the "Life is Art" courses, designing the "Building a Railway-connected Community" course and the "Family-Love" integration camp.

In 2018, the Group launched the "One Give, One Take" Programme. In this programme, each participant was required to create two gifts, one for themselves and the other for beneficiaries of the Group's philanthropic events.





# Brighten the Future through “Project Morning Star”



## SDG 3: Good Health and Well-Being

By focusing on providing more efficient funding of health systems, improved sanitation and hygiene, increased access to physicians and more tips on ways to reduce ambient pollution, significant progress can be made in helping to save the lives of millions.

Adhering to our intention to improve public health in China as well as the SDGs proposed by United Nations, Jebsen Group launched “Project Morning Star” together with Orbis in 2011. In 2018, Phase II of the project was implemented step by step at pilot sites.

## Project Background

The development of ophthalmology plays an important role in improving public health, and visual impairment such as blindness casts negative effects on the quality of health and life. At present, the insufficient, inferior and asymmetrical ophthalmic resources have become a prominent problem in rural China.

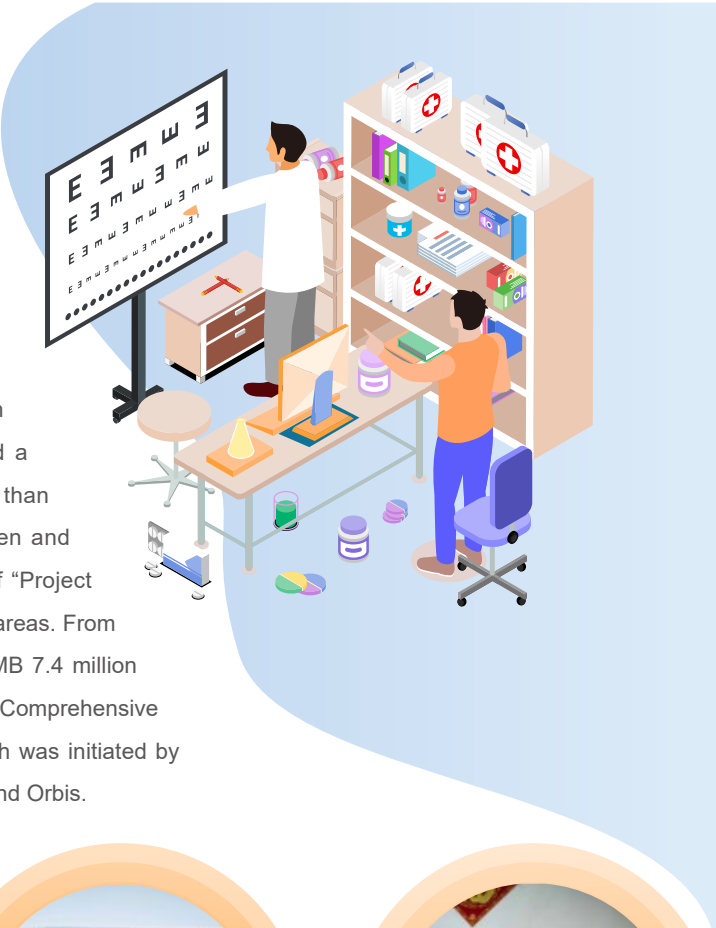


Therefore, Jebsen decided to launch “Project Morning Star” targeted on disadvantaged areas in China where medical conditions are backward. The Project aims to not only improve the quality of ophthalmic treatment services in selected hospitals at the county and township levels, but also establish a sustainable ophthalmic medical system locally. As part of the project, we have been contributing to the conversion of the Flying Eye Hospital, the training of medical personnel at pilot sites, and the promotion of eye screening and referral mechanisms.



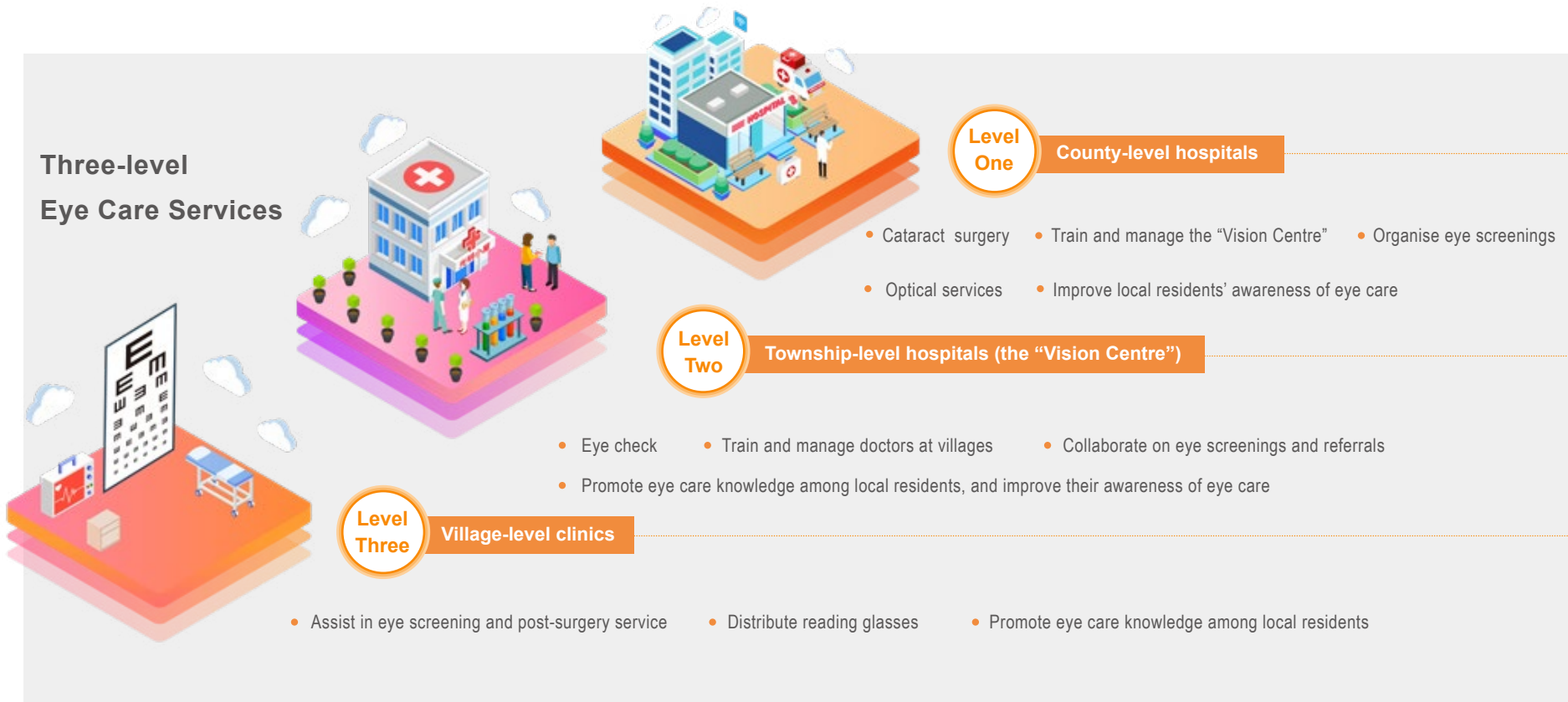
## Project Progress

“Project Morning Star” completed its first five-year plan by the end of 2015, benefiting more than 1.2 million patients with eye diseases in rural China. Our experience in Phase I (2011-2015) let us know that to tackle the problem of eye diseases in disadvantaged areas, we must provide both prevention and treatment solutions and build a sustainable ophthalmic medical system, rather than solving individual cases only. Therefore, Jebsen and Orbis have continued to launch the Phase II of “Project Morning Star” to build a “vision network” in rural areas. From 2016 to 2020, Jebsen has pledged to invest RMB 7.4 million totally in funding China’s first “National Model of Comprehensive Rural Eye Care Network Building Project”, which was initiated by the National Institute of Hospital Administration and Orbis.





“National Model of Comprehensive Rural Eye Care Network Building Project”



The project has selected six county-level hospitals as pilot sites from the east, middle and west of China, aiming to create a brand new, sustainable and duplicable model of ophthalmology medical system for 2,411 county-level hospitals in rural China. Targets include:

- 20,000 cataract patients will receive surgery, among which the project will subsidise 600 disadvantaged patients
- 120,000 pairs of glasses will be distributed to patients in need
- 600,000 local residents will have free ophthalmic checks through the project
- 1,000,000 local residents will receive eye care education
- By 2020, the county-level hospitals' ophthalmic capability will be improved, while the number of patients and surgeries will double
- The patients will continue to go to the county-level hospitals for medical treatment. Finally, patients among the 3.5 million local population will be covered by the six pilot hospitals, and their eye diseases will be diagnosed and treated in a timely manner to avoid preventable blindness

The project went smoothly in 2018. The county-level eye care services at pilot sites were established from scratch, a prototype of the ophthalmology medical system in rural areas was formed, and the local doctors' professional skills and abilities were improved.

Project Output	Year 2017	Year 2018	Total
No. of county-level hospitals received training	28	31	59
No. of township/village-level doctors received training	1,196	135	1,331
No. of nurses/optometrist received training	5	12	17
No. of administrative staffs received training	24	49	73
No. of residents received eye screening	314,035	276,514	590,549
No. of cataract surgeries conducted	5,570	4,951	10,521
IEC (Information, Education, Communication) materials distributed	82,500	32,928	115,428
People informed/educated with eye care knowledge	191,500	282,587	474,087
No. of "Vision Centre"	12	18	30

The Volunteering Journey towards Hope

Apart from donation, the Group also encourage employees to take part in "Project Morning Star" as volunteers. Every year, we organise the field trip for employees to visit a project site. Participants have the chance to communicate with local medical personnel who received training from the project, participate in eye screening, promote eye care knowledge and communicate with beneficiaries face to face. By the end of 2018, a total of 12 field trips were completed. Over 140 Jebsen volunteers paid visits to the project sites in Yunnan, Guangdong, Gansu, Shandong, Liaoning, Heilongjiang and Anhui provinces. In addition, more than 1,200 employees got detailed introduction of the project through orientations and sharing seminars.

“Compared with other partners of Orbis, Jebsen Group pays particular attention to the involvement of its employees.”

— Mr Wally Yu, Associate Director of Development, Orbis China



## Meanings of the Project

Distinguished from pure funding programme, “Project Morning Star” is making efforts to create a sustainable model of ophthalmology medical system in rural China. Our contributions include:

Equipment purchase and facility construction: the lack of medical equipment is a major limitation of eye diseases treatment in rural areas, which is one of the issues we strive to resolve through “Project Morning Star”.

Medical personnel training: the lack of medical personnel is another main limitation of ophthalmology development in rural areas. “Project Morning Star” is trying to tackle this problem through subsidising the training for local doctors.

The establishment of an eye care network in rural areas: due to the scarcity of medical resources, disadvantaged people with eye diseases are less likely to receive medical treatment promptly. We are tackling this issue through the “National Model of Comprehensive Rural Eye Care Network Building Project” as part of “Project Morning Star”. The local models of ophthalmic treatment, such as the Jinzhai and Yudu Medical Community Model and the Chaozhou Comprehensive Screening Model, have been established at the six pilot sites and will be gradually improved in the future.



## Deliver Care and Love through “Life is Art”



### SDG 10: Reduced Inequalities

To reduce inequality, policies should not only be universal in principle but also pay attention to the needs of disadvantaged and marginalised populations, thus reducing inequality within and among countries.

Jebsen Group focuses on the health and development of people with special education needs, particularly children with autism. We hope to provide them with care and equal education opportunities through philanthropic activities.

Launched by Jebsen in 2014, “Life is Art” Programme focuses on children with autism. We hope to enrich their lives through art, while parents have a chance to gather together and encourage each other. Moreover, Jebsen volunteers as well as the public can get to know and understand more about these children. Therefore, this programme has tried to promote the development of children with autism through art education and social integration. During the past five years, we have organised 346 art lectures in total, through which 451 children began their art journey together with 424 Jebsen volunteers. We increased handicraft parts of the art courses in 2018, which was more innovative than previous healing courses. Thus, the “Building a Railway-connected Community” course and the “Family·Love” integration camp were designed for these children, and we received positive feedback and comments from both children and volunteers.

### “Family·Love” Integration Camp

In 2018, the “Family·Love” parent-child integration camp in Guangzhou was designed for the children with autism and their parents. It consisted of three parts, courses for volunteers and for parents, and integration activities for children with autism. This camp provided special care for parents. During the camp, Jebsen volunteers accompanied children in participating in the integration activity, so the parents could relax themselves and think about their own needs for a while.





“Building a Railway-connected Community”

Children with autism are easily attracted by cars, buses and trains. This inspired us to launch a vehicle-themed art course for them. So we invited Dr Clifford Choy from the Hong Kong Polytechnic University to design and host such a course named “Building a Railway-connected Community” in Hong Kong, Beijing and Shanghai in 2018. Students were encouraged to design and make their own toy trains, use corn clay to decorate buildings, and create a scale model of their dream community with buildings, toy trains and railway tracks.



Through this course, students were able to improve their communication and problem-solving skills, while learning to pay attention to their communities by integrating their observations and experience into their works. The model they created together was exhibited on the Maker Faire Hong Kong 2018 at Hong Kong Polytechnic University. Apart from model exhibition, we set up workshops of making 3D-printed trains and building models, which were hosted by the children of “Life is Art”. The audience thought highly of the event.





# Support the Youth through Education



## SDG 4: Quality Education

Obtaining a quality education is the foundation to creating sustainable development. In addition to improving quality of life, access to inclusive education can help equip locals with the tools required to develop innovative solutions to the world’s greatest problems.

Jebsen Group has always been supportive of the education sector and the development of the next generation, and helps the youth achieve success by funding the education sector.

## Education Sponsorship

Since 1995, the Group has supported the Hong Kong University of Science and Technology (HKUST) Scholarship through the Jebsen Education Fund. To support research conducted by top scholars in the business and science sectors, the Group made two significant donations separately in 2013 and in 2015 to commemorate the former Group Chairman, Mr Michael Jebsen VI and the former Group Director, Mr David von Hanseemann. The “Michael Jebsen Professorship in Business” and the “David von Hanseemann Professorship of Science” were created as a result. In 2018, Professor James Y.L. Thong who was entitled the former continued his research on the study of human-computer interaction, technology adoption and implementation, while Professor Pei-Yuan Qian who was entitled the latter made several exciting discoveries in regards to the antibiotic resistance mechanisms of bacteria. As a long-term supporter to HKUST, Mr Jebsen, the Group Chairman, has been appointed as the Chairman of its Advisory Board since September 2017. He also attended the 26th Degree Awarding Ceremony of HKUST in November 2018.

As a visiting professor at Jilin University and Jilin University of Finance and Economics, Mr Hennig, the Group Managing Director, has increased Mainland students’ understanding of Hong Kong through lectures.

With the Nankai-Jebsen Education Fund established in 2010, Jebsen encourages excellent students to study diligently and give back to the society, as well as outstanding young teachers to work hard and improve themselves continuously. This fund is now in its second phase, from 2015 to 2019, with annual donations of RMB 200,000 to the Nankai-Jebsen Teachers Award and the Nankai-Jebsen Scholarship.

## Support to Local Students

Launched in 2011, Project WeCan is a Business-in-Community initiative that provides opportunities for students in secondary school who have learning disadvantages. The Career Exploration Day launched in 2015 is an important activity of Project WeCan. It helps students obtain a clearer understanding of career development, and then choose a suitable path after graduation according to their interests and strengths.

On 21 April 2018, Jebsen participated in Career Exploration Day for the second time as a corporate partner of Project WeCan. The event attracted more than 200 volunteers from 36 companies or organisations, and provided work experience of 50 jobs in 28 industries for nearly 4,000 students. In this event, 17 Jebsen volunteers served as mentors, attracting 157 students to the job experience of the mechanics apprentice at Jebsen Motors, beer sales at Jebsen Beverage and retail store clerk at Jebsen Consumer. The event was widely recognised by students.



“This activity is very meaningful to students. It helps them jump out of their perspective at school and have a preliminary understanding of their career prospects. I am very happy to be a part of it. I hope that in the future there will be members from other Jebsen teams to guide the student’s career path.”

— Dan Poon, Jebsen Beverage

“This is my second year to participate in this event. I was very nervous last year so that I didn’t perform perfectly. After one year, all aspects of my skills have been improved so that I can express my sharing more accurately. In addition, it is worth mentioning that this year we have provided a physical model car in this year, significantly improving the concentration of students.”

— Koon Chun Wan, Jebsen Motors

“The event was very meaningful. It gives a chance for the students to get in touch with different industries and helps our branding as well.”

— Volunteer team, Jebsen Consumer





# Build Harmonious Community through Staff Engagement

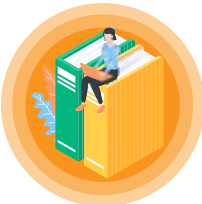


## SDG 11: Sustainable Cities and Communities

It aims to make cities inclusive, safe, resilient and sustainable. We expect future cities to provide opportunities for all, with access to basic services, energy, housing, transportation and more.

We always encourage Jebsen employees to participate in the Group's CSR activities and get first-hand experience. At Jebsen, with top-down planning and positive reactions of all Business Lines, we organised a series of philanthropic activities all year around, contributing to the development of local communities.

### “One Give, One Take”



In 2018, the Group launched the “One Give, One Take” Programme at Hong Kong headquarters and offices in Beijing, Shanghai, Guangzhou, etc. This programme includes several workshops of mandala, English calligraphy, creative body-painting and so on. Each participant was required to create two gifts, one for themselves and the other one for beneficiaries of the Group's philanthropic activities. Last year, a total of 275 employees participated in 13 activities, making preserved flowers, 3D paintings and music boxes. These gifts were given to the elderly and the children with special needs during the “Project Morning Star” field trip to Chaozhou and Mongolia in August, and at the Xia Zhi Mei Charity Carnival in November respectively.



### Walk for Millions



On 14 January 2018, marking the beginning of Jebsen's CSR practices, the annual charitable event Walk for Millions was held. In order to support the Community Chest of Hong Kong and other community activities, more than 250 Jebsen employees took part in this event with their family and friends. They walked for approximately 10 kilometres and raised HKD 20,000 to fund 24 member organisations that provide family and child welfare services.

### Orbis Moonwalkers



On 10 November 2018, Orbis Moonwalkers attracted more than 4,000 participants. Eight Jebsen employees and their families and friends participated in this 20 kilometre walking event, raising HKD 6,000 to support Orbis' sight-saving work.





“Be Your Guide”



On 23 June 2018, 10 Jebsen volunteers guided 10 students from Shanghai Blind School in completing a two kilometre race in the “Standard Chartered Shanghai 10-km Run 2018”. As guides for visually impaired runners, Jebsen volunteers not only provided verbal instructions, but also used body language through ropes binding them, to pass the turning and heading information.



Philanthropy Never Ends





# Appendix

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