

HELLO!

PLANET EARTH
IS CALLING US!





JEBSEN'S COMMITMENT
TO SUSTAINED VALUE

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MESSAGE FROM GROUP MANAGING DIRECTOR:



Entering the third year of CSR reporting, I am pleased to say that the commitment of the Group to act as a responsible corporate citizen continues unabated. Projects, large and small, have been initiated, some of which are described in this report, all of them striving to improve some aspect in the lives, the environment or the communities which we impact.

“

Having achieved encouraging results in Hong Kong, we have extended the reach of our CSR programme to Mainland China and Taiwan and given the size and complexity of our activities in those markets, the first full-time CSR staff has been employed in China to ensure sufficient attention can be devoted to the issues there and we do not rely solely on volunteerism.

For the first time we carried out a carbon audit report covering our facilities in more than 25 locations across the region. This proves to be a useful exercise from which we know a little better where we stand in terms of carbon emission, and subsequently set out to establish and meet reduction targets. It is also one of the highlights of this report.

Looking forward it is evident that the corporate world will play an important role in shaping some of the key global issues. As governments find it difficult to act on subjects such as climate change, corporates like Jebsen have the ability to set their own targets and agendas and I am proud to say we are doing just that. The best is yet to come.

”

Helmuth Hennig
Group Managing Director

1. ABOUT THIS REPORT



In today's business environment, it is as much about what is made as it is about what is saved. The Jebsen Group recognises the importance of taking a vested interest in the community to ensure that profitability and responsibility go hand in hand.

A. WHAT IS CSR?

CSR is the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

B. WHY CSR IS IMPORTANT TO JEBSEN?

It is no longer enough to be only satisfied with business performances. Stakeholders like consumers, investors, governments and even employees have become more sophisticated in their outlook and are more aware of good corporate behaviour, which is expected from an established organisation like Jebsen. It will not take long before CSR becomes a key differentiator in doing business, if not already, as more choices emerge among preferred business partners or employers.

C. ABOUT THIS REPORT



This report serves as a self-evaluation for the organisation. It has been produced in a systematic way to diagnose what is needed for a sustainable future.

As usual, the diverse nature of the Group's business units is highlighted, as progress in CSR is sought on multiple fronts without compromise to economic viability.

Environmental Conservation

Staff Well-Being

Philanthropy

External Stakeholders

D. REPORTING GUIDELINES

The *Global Reporting Initiative* (GRI) for the sustainability reporting guidelines (G3) serves as a reference when compiling this report.

The GRI G3 helps to identify key performance indicators (KPIs) that are relevant to Jebsen's business. Not all the indicators provided by GRI are used, but still act as benchmarks to compare across industry sectors.

For details of GRI G3 Guidance, please refer to the website www.globalreporting.org. GRI G3 references are covered in last section of this report.

E. SCOPE OF THIS REPORT

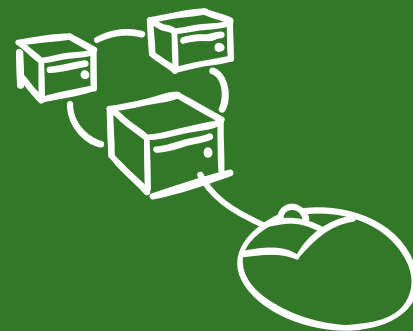
This CSR report details the activities undertaken at Jebsen from January to December 2010. Some of the CSR activities initiated in Hong Kong have made their way to Mainland China and other parts of East Asia, which this report also reviews.

For more information on Jebsen, please visit www.jebsen.com.

F. TARGET AUDIENCE

The target audience of this report includes the Group's internal stakeholders, in particular shareholders and employees, and all external parties.

2 POLICY AND GOVERNANCE



CSR POLICY

The Jebsen Group is committed to sustaining business growth by distributing premium products and providing quality services to customers. Value is created for shareholders with due consideration to environmental protection, staff well-being and enrichment of the communities in all aspects of business operations.

A CSR TASKFORCE AND TASK AREAS

The CSR programme was launched in Jebsen in September 2007. A CSR Taskforce was formed to coordinate ideas, suggestions, contributions and implementation of the CSR policy in each of the business units. Last year, new members from Mainland China had been incorporated in the extended committee.

Workshops were held to coordinate the implementation of the four key CSR areas: environmental conservation; staff well-being; philanthropy; and external stakeholders.

CSR FOCUS	AREAS OF INTEREST
Environmental conservation	Compliance with legal requirements and, in addition, achieving cost savings through waste reduction and energy conservation.
Staff well-being	Ability to attract and retain high performance staff through providing the right work environment, taking into account the need to align life interests as well.
Philanthropy	Linking Jebsen's philanthropic activities in the community to generate positive internal and external messages to motivate company staff and demonstrate public goodwill.
External stakeholders	Working with external stakeholders to identify CSR-related value chain opportunities that affect customers and principals, which the company can realise by developing new businesses or enhancing supply chain efficiencies to achieve cost savings.

Each of these key focus areas is supported by a cross-business working team which is overseen by one of the CSR Taskforce members.

B SUSTAINABLE DEVELOPMENT AND JEBSEN

Based on the CSR policy, the Group is committed to integrating economic, social and environmental considerations in all organisational strategies and operations.

People are important assets and, hence much attention is paid to values, ethical behaviour and quality of life.

It is a belief shared internally that CSR is an imperative for the sustainable growth of the Group as well as contributing to the quality of the environment and society.

C GOVERNANCE AND ETHICS

GENERAL BUSINESS PRINCIPLES

Five core values are intrinsic to Jebsen - COMMITMENT, RESPONSIBILITY, TRUST, RECOGNITION, EXCELLENCE - reflecting a common purpose that all employees strive for.

CODE OF CONDUCT

Jebsen's code of conduct is an essential component of the corporate governance framework. It represents commitment to stakeholders in the form of written requirements and puts all employees and directors through stringent obligations.

Staff members and their behaviour constitute to the image of the Group. They are required to treat principals, business associates, customers, the general public and colleagues with courtesy, consideration and respect at all times.

D AWARDS AND RECOGNITION

Jebsen again received the Caring Company award issued by the Hong Kong Council of Social Service in Feb 2010.

This award is used to acknowledge companies for their efforts in environmental protection and community development as well as being a socially responsible company.

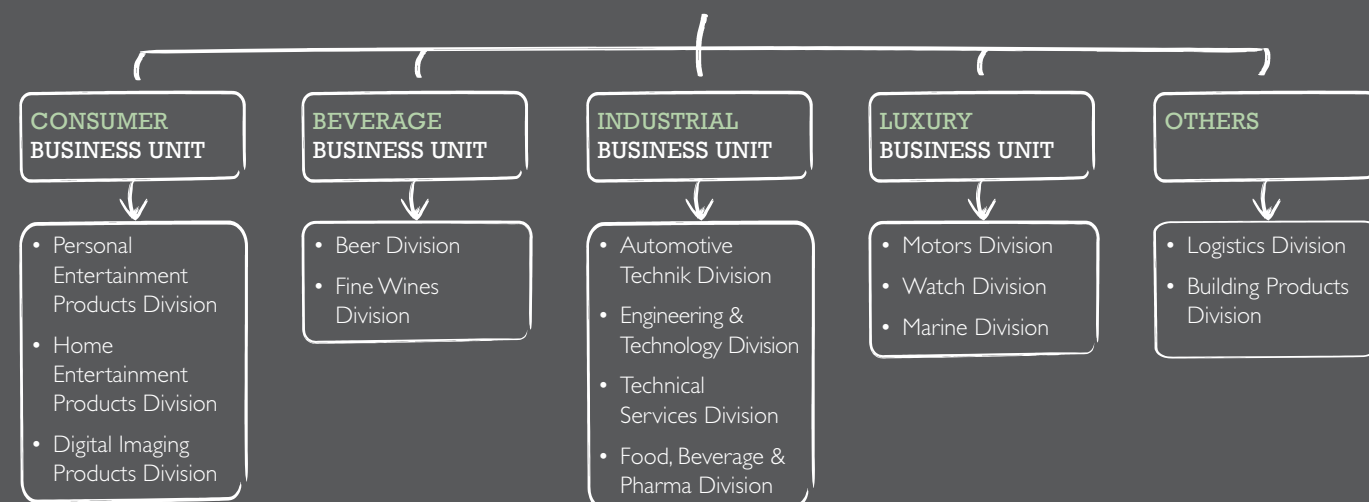
In addition, Jebsen received the Gold Label from WWF for its Low-carbon Office Operation Programme (LOOP) in Nov 2010, in recognition of a continued focus on environmental conservation.

3. JEBSEN'S BUSINESS



Today, Jebsen is a leading marketing and distribution organisation for a wide array of premium products and services, with a unique presence in Mainland China, Hong Kong, Macau and Taiwan. The Group offers local market access with a high degree of specialisation to partners from Europe and the rest of the world.

A. BUSINESS OVERVIEW BUSINESS STRUCTURE



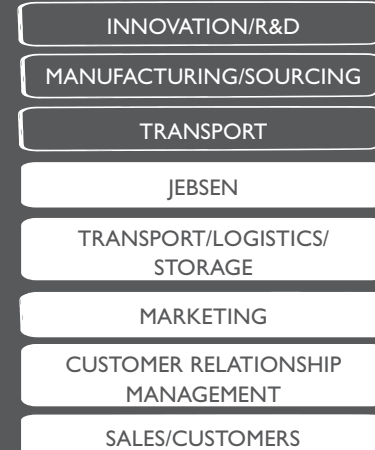
China | Hong Kong | Macau | Taiwan | Korea

Business activities are categorised into the following major business units:
CONSUMER, INDUSTRIAL, BEVERAGE and LUXURY.

Other businesses including **BUILDING PRODUCTS** and **LOGISTICS** are part of the Group's operational investments.

BUSINESS UNITS	PRODUCTS AND ACTIVITIES
CONSUMER	Jebsen Consumer distributes quality consumer electronic brands including Casio, Pentax and Rollei.
INDUSTRIAL	Jebsen Industrial is a provider of industrial, scientific and technological expertise and market know-how for a diverse range of industrial sectors.
BEVERAGE	Jebsen Beer markets and distributes a portfolio of beer brands including the hallmark Blue Girl Beer. Jebsen Fine Wines is one of the largest independent importer and distributor of premium wines and spirits in Greater China.
LUXURY	Jebsen Motors focusses on the legendary Porsche cars in the Hong Kong and mainland China markets, based on a relationship which goes back over 50 years. Jebsen Watch is an independent distributor of luxury watch brands such as Raymond Weil, Paul Picot and Nomos. Jebsen Marine markets much sought after premium yachting brands including Riva in the fast growing Asian boating sector.
OTHER INVESTMENTS INCLUDE:	
BUILDING PRODUCTS	Jebsen Building Products markets and distributes a diverse range of high-quality finishing and decorative material for the building industry.
LOGISTICS	Jebsen Logistics is an independent, third-party logistics operator for worldwide customers.

B. BUSINESS MODEL



Jebsen can exert more influence to selected stakeholders in the shaded area.

Jebsen focusses on the marketing and distribution of principals' products, acting as an agent and brand builder on behalf of the principals to build their brands in the local markets.

From a CSR perspective, different levels of influence are exerted on stakeholders through the various business units. It is possible to have a larger impact on some stakeholders - usually downstream - but not for others.

When end products are handed over from the principals, the operating departments market them to appropriate wholesalers, retailers or individual customers. This process involves understanding the characteristics of each product, proposing the best marketing plans for specific goods and control of stock logistics and storage.

ENVIRONMENTAL CONSERVATION

TAKING PART IN TAKING CARE OF EARTH

Jebsen added five more environmentally-friendly building product brands to its portfolio and initiated a carbon audit that covered all regional facilities to manage its carbon emissions.



20%

reduction in carbon footprint targeted for 2012, with carbon neutrality as long-term goal



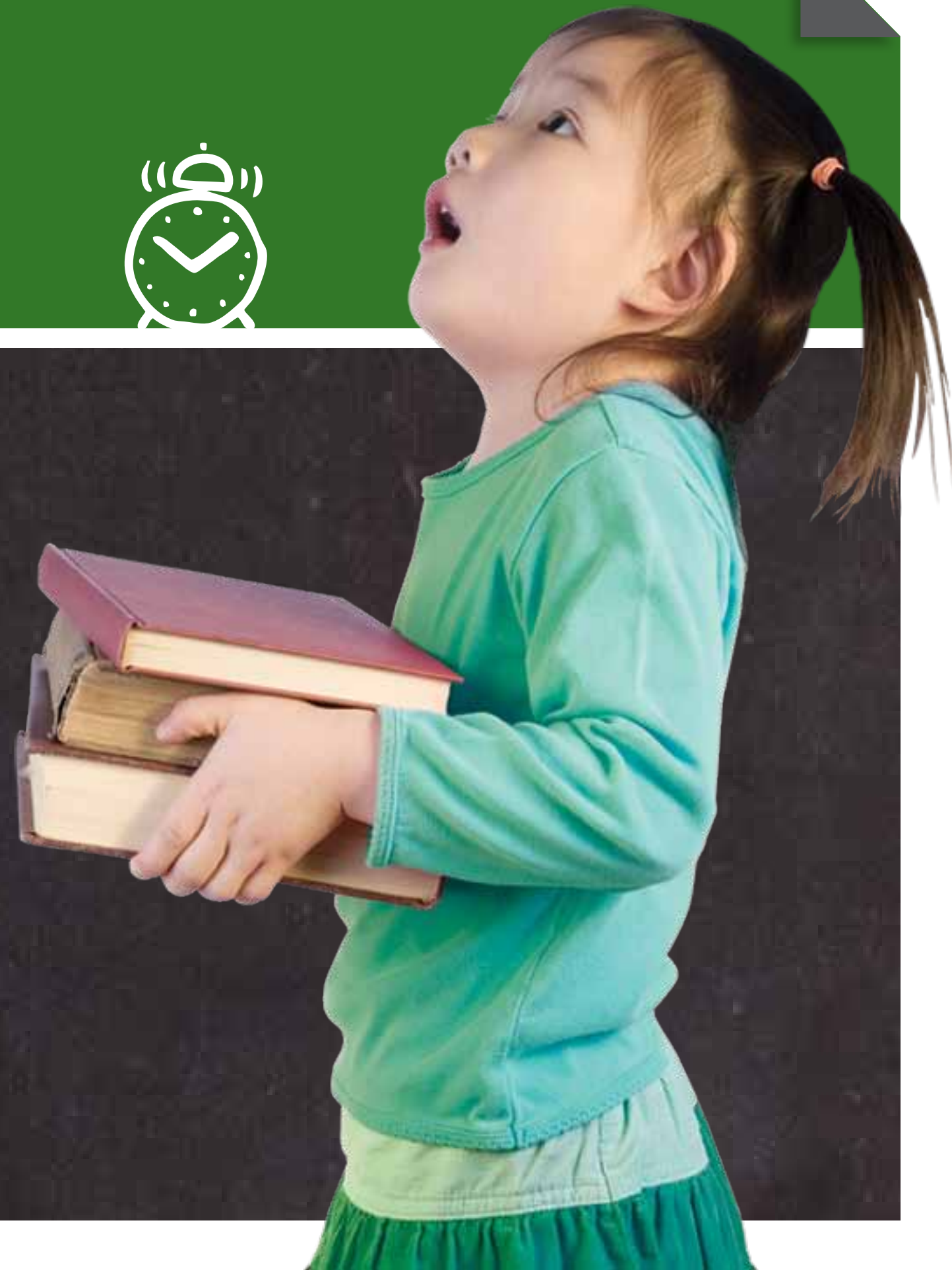
5,792

tonnes of carbon emitted from over 25 Jebsen facilities in Greater China



1.3 TONNES

of carbon emission offset



4. ENVIRONMENTAL CONSERVATION

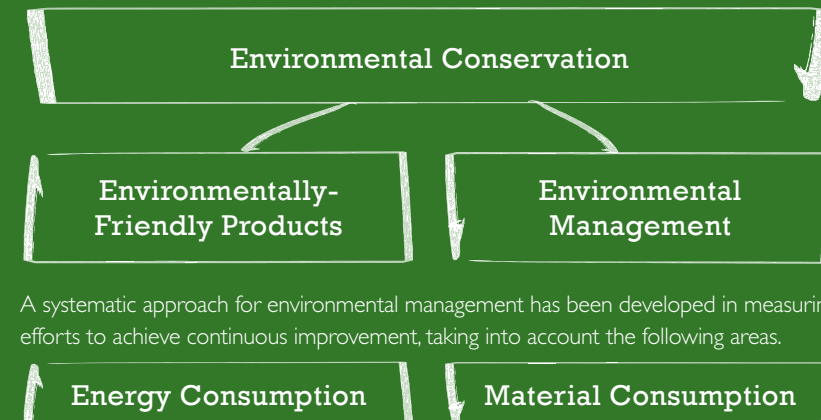


ENVIRONMENTAL POLICY

The Jebsen Group encourages environmentally responsible behaviour amongst staff and customers by promoting and supporting projects aimed at reducing energy consumption and waste production, thus ensuring compliance with environmental legislation and the overarching CSR policy statement.

A. ENVIRONMENTAL CONSERVATION MANAGEMENT APPROACH

Since 2009, Jebsen's focus on the environment has been divided into two areas:



A systematic approach for environmental management has been developed in measuring efforts to achieve continuous improvement, taking into account the following areas.

1) ENVIRONMENTALLY-FRIENDLY PRODUCTS

"Environmentally-Friendly Products" covers viable business streams to turn environmentally-friendly concepts into sustainable business opportunities. Jebsen represents companies worldwide to introduce their environmentally-friendly products to markets this part of the world.

ENVIRONMENTALLY-FRIENDLY MATERIAL BY JEBSEN BUILDING PRODUCTS

Since the later part of 2008, Jebsen has been representing more and more companies worldwide to introduce their environmentally-friendly products to Greater China. In 2010, Jebsen added five brands which fall into this category:

- Buzon (Belgium)
- Shadbolt (UK)
- Marshalls (UK)
- Huatong (China)
- KalingaStone (Italy/China)

HERE ARE SELECTED EXAMPLES OF THE APPLICATIONS MADE POSSIBLE BY THE ENVIRONMENTALLY-FRIENDLY PRODUCTS MARKETING DURING THE 12-MONTH PERIOD.

KALINGASTONE NATURAL MARBLE

96% of KalingaStone comes from crushed natural stone left over in quarries, making it an environment-friendly marble.



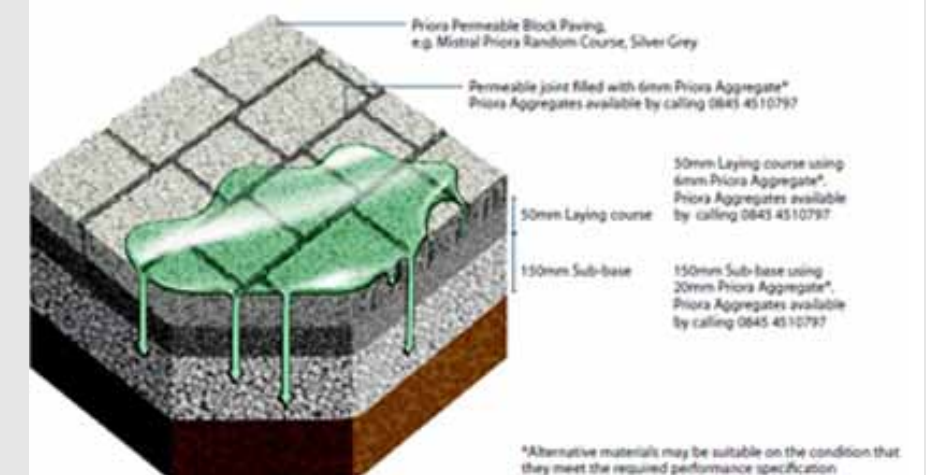
SHADBOLT TIMBER DOORS

Core material of Shadbolt doors are from sustainable sources certified by FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification). Timber is the only truly renewable resource. It is recyclable, non-toxic, bio-degradable and far more energy-efficient than other material.



MARSHALL STONE PAVING AND STREET FURNITURE

Marshall is the only stone paving manufacturer in Europe who can provide carbon footprint information – as part of Marshalls' commitment to reducing carbon impact.



HARNESSING GREEN ENERGY BY JEBSEN INDUSTRIAL

- The latest GE Jenbacher gas engines solution from Jebesen Industrial is turning chicken manure into electricity. These were implemented in Shek Wu Hui Sewage Treatment Works in Hong Kong at the end of 2010.
- The Hong Kong Electric awarded a contract to Jebesen Industrial to install a new type of vertical axis wind turbine on the upper roof floor of their building in Wanchai. This new wind turbine can accept wind blowing from any direction. Moreover, it is connected to the company's grid with a new type of controller and inverter, which can slow down or stop the wind turbine automatically during typhoon conditions.
- A 20kw Solar PV system has been installed on the roof top of the administration building in Lo Wu Correctional Department in Hong Kong, providing green energy to the building. The amount of green energy generated will be displayed in real-time status at the entrance of the building.

II) ENVIRONMENTAL MANAGEMENT

"Environmental Management" covers management systems and initiatives to address the impact of business operations on the environment.



In 2010, Jebesen pioneered with a carbon audit carried out by CSR partner Carbon Care Asia, covering all facilities under direct control of Jebesen. This signifies the start of a comprehensive and in-depth carbon management programme.

To launch the programme, the Group Management has agreed to set clear targets to reduce carbon footprint by 20 per cent in two year's time, with 2009 as the base year for comparison, working toward carbon neutrality as the ultimate goal.



This is in addition to participation in the Low-carbon Office Operation Programme (LOOP) introduced by CSR partner WWF to manage carbon footprint and reduce carbon emissions from its daily operations.

AUDIT SCOPE

The audit covered more than 25 various Jebesen office, showroom, service centre and warehouse facilities across four main regions.

REGION	NAME OF FACILITY
Hong Kong & Macau	Lee Gardens Two, Causeway Bay Top Glory Tower, Causeway Bay
	Grand Century Place, Mongkok AXA Centre, Wanchai
	Wang Tai Rd, Kowloon Bay Aderdeen Marina Tower, Aberdeen
	Wah Ming Building, Aberdeen
	Continental Electric Ind Bldg, Kowloon Bay
	Yuen Fat Wharf & Godown, Cheung Sha Wan
	Hong Man Industrial Centre, Wanchai Tsing Yi Industrial Centre, Tsing Yi
	Macao Square Commercial Building, Macau
Beijing	Avenida de Venceslau de Morais, Macau
	Henderson Centre, Beijing
	Chang'an Club, Beijing
	Goldenport Motor Park, Beijing
Shanghai	Tianjin Port Free Trade Zone, Tianjin
	East Ocean Centre, Shanghai Zhong Jiang Road, Shanghai
	Zhong Chun Road, Shanghai
	Chong Hing Finance Centre, Shanghai
	Middle Huaihai Road, Shanghai
	Shang Cheng District, Hangzhou
Guangzhou	Xia Cheng District, Hangzhou
	Guangdong Telecom Plaza, Guangzhou
	Yuexiu District, Guangzhou (old)
	Baiyun District, Guangzhou (old)



REDUCTION IN ENERGY CONSUMPTION

According to the carbon audit report, the total carbon emission of Jebesen during the financial year of 2009 was 5,792.51 tonnes, among which about 80 per cent was purchased electricity, followed by mobile combustions (17 per cent), refrigerant (2 per cent) and minimal amount of stationary combustion.

The audit covered Jebesen's direct controlled carbon emission in Hong Kong, Macau and Mainland China cities. Hong Kong and Macau were the highest carbon emitters (37 per cent), followed by Guangzhou (29 per cent), Shanghai (20 per cent) and Beijing (14 per cent).

The average carbon intensity of Jebesen was 0.0058 tonnes per square feet of floor area. The carbon emission per floor area of Shanghai was the highest (0.0120 TCO₂e/sq ft), followed by Hong Kong (0.0084 TCO₂e/sq ft), Guangzhou (0.0073 TCO₂e/sq ft), and Beijing (0.0021 CO₂e/sq ft).

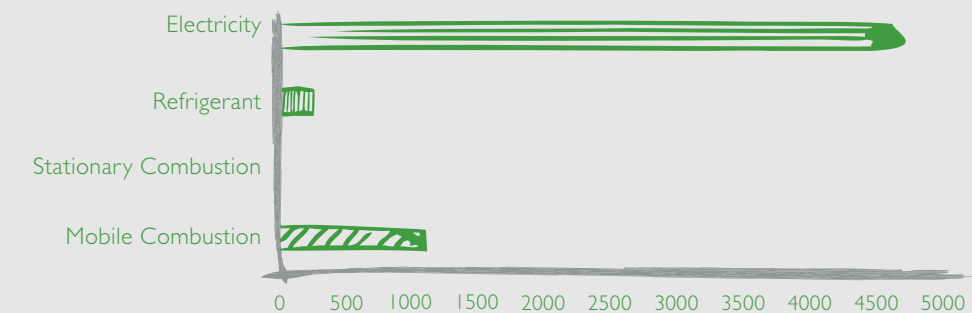


Figure 1: Carbon emission by source in tonnes

• ELECTRICITY:

Among all facilities, those from Hong Kong and Macau were the highest carbon emitter (see figure 2), where pilot projects were activated in 2008. Further analysis in Figure 3 from

data collected for the past three years shows an appreciable decrease in electricity usage in Jebesen offices and warehouse in Hong Kong. The average usage has decreased by 4.6 per cent.

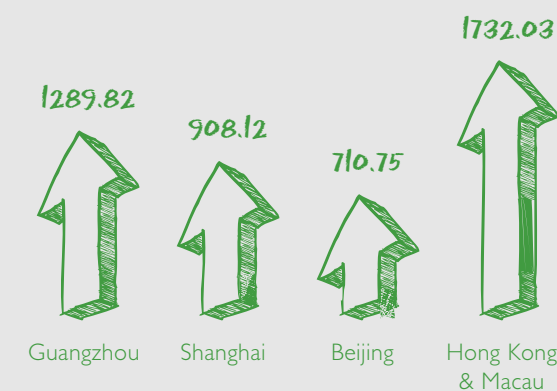


Figure 2: Emissions from electricity consumption in tonnes

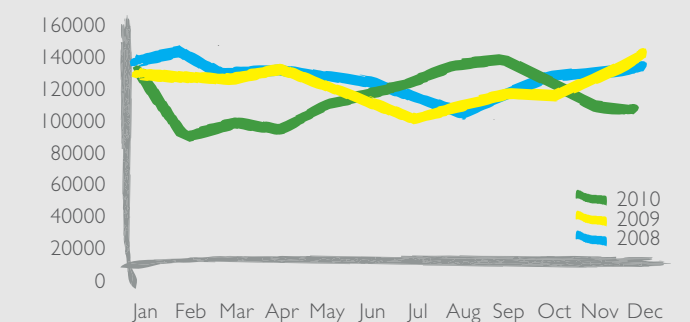


Figure 3: Electricity usage in kwh

(Note: 2008 data covers the period July 2007-June 2008, and 2009 data covers the period July 2008-June 2009, while 2010 data covers the period Jan-Dec 2010 due to a change in the data collection cycle. For comparison purposes, this has been placed on the same chart above, and for subsequent line charts below.)

• MOBILE COMBUSTIONS:

Mobile combustions contributed 1,006.98 tonnes (17.39 per cent) of Jebson's total carbon emission. Figure 4 shows the annual emission from the four regions. The average carbon emission of each region is 251.74 tonnes. Figure 5 shows the progress in fuel control of Jebson Logistics which tends to go down year by year.

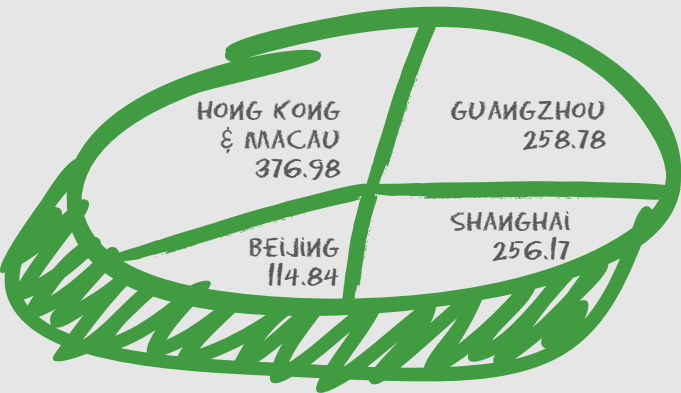


Figure 4: Mobile combustion in tonnes

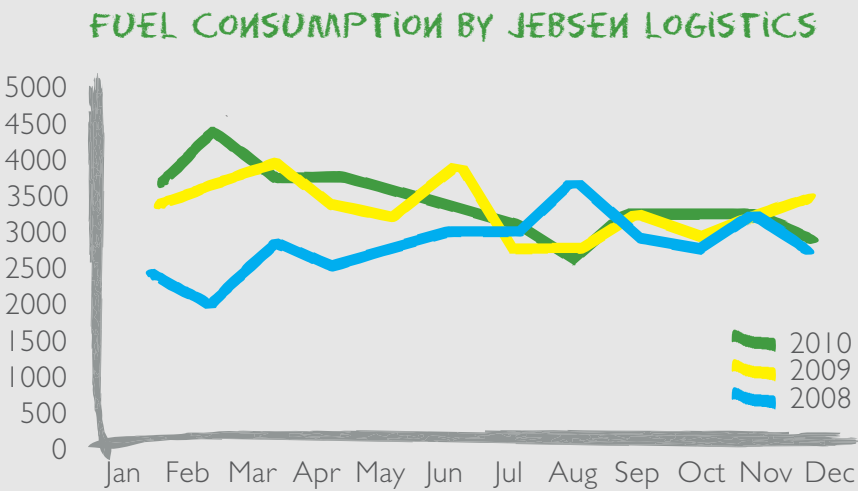


Figure 5: Fuel consumption in litres

REDUCTION IN MATERIAL CONSUMPTION

• PAPER USAGE:

The usage of paper is constantly being reviewed to avoid excessive consumption. Staff are encouraged to avoid printing on paper unless necessary. In the meantime, paper recycling practices have been put in place with the help of two local partners: Secure Information Disposal Services (SSID) and Confidential Materials Destruction Service (CMDS).

These two partners collected waste paper in Jebson offices in Hong Kong and provided Jebson with 100kg of Verified Emission Reductions (VERs) for every 10 bags of waste paper. In the past 12 months, Jebson has recycled 18,186 kg paper and has offset 1.3 tonnes of carbon emissions with SSID from Mar-Aug 2010.



As a result of good efforts by all staff, paper consumption had declined two years ago, and remained at a low level in 2010.

COMPARISON PERIOD

ACTUAL CONSUMPTION SHEETS

In the 12 months leading up to June 2008	4,087,500
In the 12 months leading up to June 2009	3,320,000
In the 12 months leading up to Dec 2010	3,405,000

STAFF WELL-BEING

HUMAN RESOURCES ARE OUR BEST ASSETS

Team building activities and lunch time seminars have been extended to all Jebsen offices in the region including Taiwan. Staff members are encouraged to maintain the balance between work and life.



2.4

lunch seminars organised
on average per month



365

days of work-life balance

1,800

staff members in Greater China benefit
from Jebsen Recreation Club activities
organised throughout the year



5. STAFF WELL-BEING



STAFF WELL-BEING POLICY

Jebsen, as a caring company, is committed to the well-being of all members of staff through exercising legal and equitable employment practices, enrichment of knowledge and skills to perform, provision of learning and growth opportunities, promotion of positive work-life relationships, and encouraging volunteerism and care for the individual.

A. STAFF WELL-BEING MANAGEMENT APPROACH

Staff well-being activities across Greater China have been all designed to accommodate different aspects of well-being for staff (see event highlights).

In general, two sorts of activities have been hosted during the past year:

1. Jebsen Recreation Club to organise various sports activities and outings
2. Lunchtime Seminars to talk about healthy body, healthy mind and building positive relationship in the workplace.



WORK LIFE BALANCE DAY

Since 2008, Jebsen has been participating in Work-Life Balance day. On this particular day, Jebsen arranged health talks, encouraged employees to leave on time and provided healthy fruits, reminding people to find the balance between work and life.

In 2010, the participation of worklife-balance day was well extended to all locations including all offices in Mainland China, Taiwan and Macau. A wellness day will then be followed with massage and consultation services on health. Some below listed activities were also organised in different locations.

- Head to shoulder massage
- Spine check
- Chinese medical consultation
- Influenza vaccine injection
- Glucose level and blood cholesterol check
- Bone densitometry check
- Nutrition consultation
- Occupational safety and health

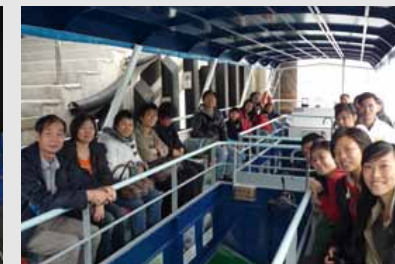
JEBSEN RECREATION CLUB HIGHLIGHTS IN 2010



1 Photography BJ



2 BBQ HK



3 Marine tour HK



4 Geo park HK



6 Outing BJ



8 Night hiking HK



9 Book sharing HK



10 Eco tour HK



11 Hot spring GZ

LUNCHTIME SEMINARS ORGANISED IN 2010

LOCATION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	NOV	DEC
HK		Osteoporosis	First aid	Enneagram 2 Bossology	Osteoporosis	Nutrition label	Understanding nutritional facts and labelling	Enneagram Music therapy All about Osteoporosis Eye care			Music therapy Enneagram
GZ	Wine salon 			Photo shooting skills	Acupoints demonstration	Healthy life style		Low carbon life style	Oral health care		
SH	Skin care workshop	Food ingredients	Spinal care	Be a high EQ parent 		Wine salon Low carbon life style	Capture memorable moments with your camera			Tea and health 	
BJ	Health in winter		Professional image	Photo shooting skills	Establish appropriate boundaries for children	Yoga at work place	Professional image	Wine class			
SZ			Health preservation 								
TW										Relaxation	
CD									Outing tips		

PHILANTHROPY

PROMOTING THE LOVE FOR HUMANITY

A total of 2338.5 volunteer hours were contributed in 2010, with over HK\$600,000 donated and more than HK\$150,000 raised for various philanthropic activities.



408

staff members, families
and friends participated
in volunteer activities

HK\$150,000

in funds raised



HK\$600,000

donated to charitable causes



2338.5

volunteer hours devoted



6 PHILANTHROPY



PHILANTHROPY POLICY

The basic premises for engaging in philanthropic activities remain:

- **COMPANY VALUES:** commitment, responsibility, trust, recognition and excellence – any cause supported should resonate with some or all of these values;
- **CORPORATE BRANDING:** where the charitable causes align with the positive image of activities at Jebsen;
- **EFFECTIVE PHILANTHROPY:** where the funding allocated maximises the value created for the whole community.

A. PHILANTHROPY GUIDELINES

Worthy projects are identified to benefit the community and at the same time help position Jebsen as a good company to work for and to do business with.

The preferred approach, as before, is for:

- Meaningful amounts that make a positive impact;
- Staff involvement; and
- Sustainability of the sponsored project.

In 2010, the Group has organised a series of volunteering activities, devoted 2338.5 volunteer hours, donated over HK\$600,000, and raised more than HK\$150,000 funds to help those in need. Please find the highlights of the year below.

JEBSEN'S FUND-RAISING ACTIVITIES IN 2010

TIME	JAN	MAR		JUN	AUG	SEP	DEC	
	Walk for millions HK	Skip lunch day	Cycle for millions	The community chest green day donation	Red Decor day	Dress special day	Love teeth day	South China Sea Corporate Challenge donation
Fund raised	HK\$69,460	HK\$7,320	HK\$10,000	HK\$ 12,460	HK\$10,980	HK\$12,240	HK\$10,635	HK\$35,000



WINE DINNER



In January 2010, Jebesen Fine Wines also held a Wine Dinner where HK\$ 12,000 was raised and donated to SPCA, in the form of an auction for Mr Tao Kit's painting (a writer and media critic).

JEBSEN VOLUNTEERING ACTIVITIES IN 2010

JAN	Caring visit in Nai Wan		JUN	Rice dumplings making and delivery	
	Magic Pumpkin		JUL	Learning with FUN5	
FEB	Learning with FUN2 Food Bank		SEP	2nd hand toy and stationery donation	
MAR	Learning with FUN3		OCT	White cane day	
MAY	Learning with FUN4		NOV	SJS Rehabilitation day	
	Beach cleaning		DEC	Christmas party with elderly	

MURAL PAINTING

At Hong Chi Morningjoy School in Yuen Long in May 2010, Group chairman Hans Michael Jebsen alongside with 110 staff and family members participated in the Jebsen Mural Painting Project, aiming to make an impact on the school environment, in addition to encouraging teambuilding and learning new art skills for the Jebsen volunteers.



DOLLAR FOR DOLLAR DONATIONS

Unfortunately, several natural disasters struck some remote areas in China, and have cost heavy casualty and serious damages to the villages. With great sympathy, Jebsen

management initiated staff donations and committed to match up the donation from staff, calling out dollar for dollar action.

DONATION TO SUPPORT YUSHU RELIEF:

In aid of rebuilding the lives of the Yushu people in China's Qinghai province, the Group initiated an internal staff donation drive shortly after the earthquake occurred, raising over HK\$250,000 (or about RMB230,000). Echoing the enthusiasm of staff, the Group Management pledged an equivalent amount in donation, bringing the final sum to \$500,000 in total. Respectively, the donation was given to Beijing Red Cross and Hong Kong Red Cross China Relief Fund, for the use of reconstruction in Yushu.



DONATION TO SUPPORT THE RELIEF OF ZHOUQU FLOOD VICTIMS

The mudslides left 47,000 people affected, 127 died, and 88 injured, 1,294 reported missing, 20,000 displaced, 300 houses collapsed and 700 houses seriously damaged. The donations from staff and the Group Management has totalled RMB87,595 and HK\$169,752, to the Red Cross Society of China and the Hong Kong Red Cross China relief Fund respectively to help the flood victims.

THE ESTABLISHMENT OF TIANQUAN HEALTH CENTRE

This is one the projects that benefited from Jebsen's donations. The RMB500,000 to support Wenchuan relief that Jebsen donated has helped complete the construction of a health centre in Tianquan. Located in the remote mountainous areas of Sichuan, the new Shiyang Health Centre will provide basic health services to local residences and the neighbourhood.



PRC PHILANTHROPY WORKING GROUP FOUNDED

Jebsen is a keen supporter of the communities it operations within, through its many charitable acts and voluntary participation. Jebsen targets to sponsor worthy projects that benefit the community and at the same time help position Jebsen as a good company to work for and to do business with. In order to build the strategic plan, identify projects to participate and supervise its execution, the PRC Philanthropy Working Group of 12 has been established.

EXTERNAL STAKEHOLDERS

ALIGNING BUSINESS PRACTICES WITH SOCIAL EXPECTATIONS

Initiatives have been taken by not only various Business Units but also the Group Management to exert positive influence on external stakeholders.

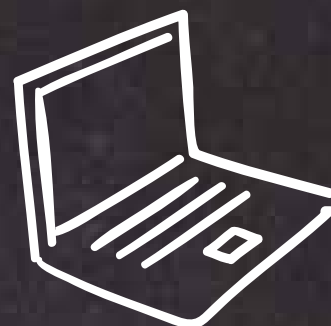


2 CHARITABLE DONATIONS

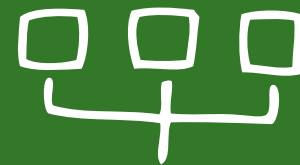
made by Jebsen partners to support cancer
combat and ensure education in remote areas

3 MAJOR PRESENTATIONS

given by Group Management to share best practices



7. EXTERNAL STAKEHOLDERS



EXTERNAL STAKEHOLDERS POLICY

Jebsen is committed to prioritising and addressing external stakeholder concerns regarding the company's operations and the social and environmental impacts along the supply chain.

This section illustrates how Jebsen influences different stakeholders, including principals, end consumers and the communities it operates within via its various Business Units and Group Management.

A. STAKEHOLDERS AND ACTIVITIES

GROUP MANAGEMENT

Three major presentations by the management were given in 2010 to promote CSR, and share best practices from Jebsen's experience:

DATE	ORGANISATION	SEMINAR/EVENT	TOPIC	SPEAKER
May 5, 2010	CUMBA	CUMBA Corporate Social Responsibility Conference 2010	"CSR Initiation / Implementation and Standard"	Group HR Director Francis Mok
Nov 2, 2010	Carbon Care Asia	Corporate Carbon Leadership Inspiring Stories	How carbon management is integrated in Jebsen's core business	Jebsen Building Products Managing Director Vincent So
Nov 25, 2010	WWF	Low-carbon Office Operation Programme (LOOP)	"Technology Use"	Group HR Director Francis Mok

LUXURY BUSINESS UNIT

RAYMOND WEIL'S SUPPORT TO UNION FOR INTERNATIONAL CANCER CONTROL (UICC)

Jebsen Watch partner Raymond Weil has used their own international brand recognition to help raise awareness, to promote education, to set up a global network of influence and to facilitate the rapid distribution of resources to combat cancer.

Through the RW Club, Raymond Weil offered a RW Club Limited Edition of 34 pieces to support the Union for International Cancer Control, and 25 per cent of proceeds from the sale of this unique timepiece were donated to the UICC.

SKAGEN DENMARK'S SUPPORT TO CHINA CHILDREN AND TEENAGER'S FUND (CCTF)

The proceeds from the 2010 DCCC (Danish Chamber of Commerce in China) Gala Ball in April 2010 were earmarked for the high school education of girls in Guizhou and Guangxi provinces in China. All proceeds went directly to the Spring Bud Project – a project run by CCTF, focussing on the education of girls in poverty-stricken areas of China.

Skagen Denmark, another partner of Jebsen Watch, took its fine watches and jewellery to the Ball. Thanks to this event, a considerable number of children from poor families will receive a three-year long middle school education.

BEVERAGE BUSINESS UNIT

The Group's Beverage Business Unit is a founding member of Hong Kong Forum for Responsible Drinking (FRd) – an industry driven and funded organisation to promote the responsible use of beverage alcohol. In Nov and Dec 2010, Jebsen supported

FRd's first major activity "Don't Drink and Drive" Campaign, which was held in conjunction with the Hong Kong Road Safety Council, by providing PR launch interactive displays, bus shelters and pamphlets.



8. FEEDBACK YOUR FEEDBACK MATTERS

As Jebsen continues to commit toward the betterment of the environment and stakeholders, your comments are important to refine future plans in the respective areas of CSR.

You can send your opinions by email at feedbackonCSR@jebsen.com. Your collective input will undoubtedly provide suggestions that can be incorporated in ongoing CSR work.

Please be assured that your input will be processed in a confidential manner.

9. GRI G3 CONTEXT INDEX

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9. GRI G3 CONTEXT INDEX

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Philanthropy Guidelines	Philanthropy Guidelines - Disclosure on Management Approach: Society
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SECTION 9 | GRI G3 CONTEXT INDEX 3.12

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* indicators in brackets () are only partially covered.

A. LIST OF PARTICIPATING COLLEAGUES

CSR TASKFORCE

Francis Mok – CSR Champion and Philanthropy Head
 Vincent So – Environmental Conservation Head
 Patricia Luk – Staff Well-Being Head
 Michael Glover – External Stakeholders Head
 Darren How – Communications Head
 Mimi Lok – Taskforce Secretary

ENVIRONMENTAL CONSERVATION WORKING GROUP

Peter So - Consumer
 Ken Cheng – Industrial
 Donny Ho – Beverage
 Leo Tam – Luxury
 Leo Chow – Logistics
 April Wong – Building Products

PHILANTHROPY WORKING GROUP (PRC)

Terence Ng - Administration
 Jess Weng - Administration
 Priscilla Hung – Group Human Resources
 Vivian Fan – Group Human Resources
 Terry Shiu – Group Finance & Accounts
 Sattu Zhou – Group Information Services
 Priscilla Hu – Corporate Communications
 Maggie Chung – Consumer
 Elizabeth Leung – Industrial
 Michael Luo - Beverage
 Ken Chen – Beverage
 Tommy Zhao – Luxury

All staff members who have made contributions to this CSR report.

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