

CORPORATE SOCIAL RESPONSIBILITY REPORT 2012

A GUIDE TO
UNDERSTANDING JEBSEN'S
COMMITMENT TO CSR



JEBSEN



MESSAGE FROM
GROUP MANAGING DIRECTOR

As far as we at Jebson are concerned, Corporate Social Responsibility has not taken a back seat although the global macro-economic situation has certainly kept us busy in the last year. Fortunately for us, Greater China, our area of operations, has not seen a downturn in 2011, so it is all the more important that we continue to push our CSR initiatives.

Our business saw a 27 per cent growth in turnover in 2011 compared to the year before. This has made it difficult for us to contain the overall impact we have had on the environment. Nevertheless, I am glad to share with you that as a Group we have exceeded our carbon reduction targets for the year, as you will see in this report. In addition to our own reduction efforts, we are now exploring offset options together with our sister group in Singapore, and we hope to implement these in 2012.

Several ongoing projects have underlined the Group's dedication to environmental conservation. A brand new Porsche Centre in Shanghai featuring green installations is currently under construction, and will open later this year. We are also involved

in the supply of environmentally-friendly building products for various public facilities in Hong Kong, and working on other environmental projects to ensure that as a Group we manage the use of resources more efficiently.

As our business develops, it is natural that the numbers in our workforce will increase. While cementing our industry competence with experienced hires, we are also seeing many more younger colleagues joining the Group. It is a continuous challenge to cater to everyone's specific needs and to attain work-life balance among all staff, but our year-long well-being activities aim to do just that. I encourage you to take a look and see how our staff have benefited.

On the philanthropy front, signing a five-year partnership with the international non-profit organisation Orbis is definitely one of the highlights of the year. By supporting this excellent organisation in China we hope to make a significant impact on the lives of many young people who are faced with the prospect of preventable blindness. Our involvement is not limited to the giving of funds, but extends into awareness creation of the problem as well as staff involvement in field activities.

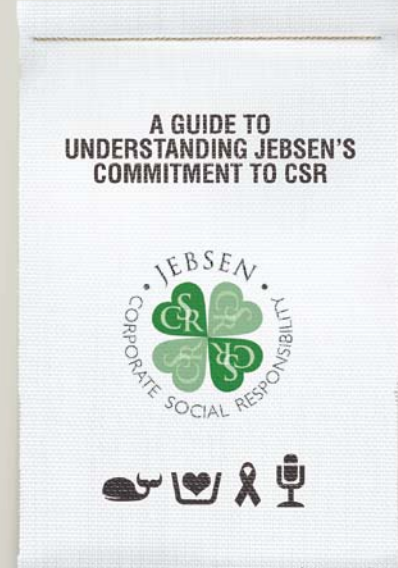
Five years have passed since we put structure to our CSR programme. A lot has been done, but there are always more ways we can contribute to make a meaningful impact. I hope we can report on these in the years to come.

HELMUTH HENNIG

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UNDERSTAND JEBSEN'S CSR COMMITMENT



















It is not difficult to make sense of Jebsen's various CSR initiatives. They stem from any of the Group's core CSR focus areas, and ultimately work toward solving a social or environmental problem. This report guides you through the highlights of Jebsen's CSR activities in the past year. It has been put together not just with thought and structure, but also with heart.

	ENVIRONMENTAL CONSERVATION
	STAFF WELL-BEING
	PHILANTHROPY
	EXTERNAL STAKEHOLDERS

GLOSSARY



16 ICONS HAVE BEEN DESIGNED TO SIGNIFY EACH ASPECT OF JEBSEN'S CSR COMMITMENT AS SHOWN IN THE CHART BELOW.

ENVIRONMENTAL CONSERVATION	PHILANTHROPY
<div>SAVE ENERGY Retrofitting lights has proven to be effective in reducing electricity consumption. More on page 12.</div> <div>THINK GREEN Green seminars held across the region boost awareness. More on page 24.</div> <div>PROTECT Less paper usage, more recycled paper. More on page 17.</div> <div>PREVENT More green products that are a safer bet have been added to the portfolio this year. More on page 18.</div>	<div>HELP At least one volunteering activity was carried out every month to help others. More on page 34.</div> <div>GIVE Fundraising, donating and sponsoring are some of the ways Jebsen gives back. More on page 34.</div> <div>EMPATHISE The Group Managing Director himself went on a field trip to see what difference can be made out there. More on page 37.</div> <div>EXPERIENCE About 25 Jebsen staff, family and friends felt the world of people with eye problems. More on page 39.</div>
STAFF WELL-BEING	EXTERNAL STAKEHOLDERS
<div>LIVE A HEALTHY LIFE Work-life balance is a key message communicated across the organisation. More on page 27.</div> <div>GAIN HARMONY Teambuilding activities at all office locations bring people closer together. More on page 29.</div> <div>GET BENEFITS Emotional needs are met throughout the staff well-being activities. More on page 29.</div> <div>LEARN More than 40 lunchtime seminars were held in the past year. More on page 30.</div>	<div>SHARE More than 200 valuable partners were gathered and learnt about the Group's commitment to CSR. More on page 44.</div> <div>SUPPORT Jebsen co-officiated a new CSR scheme at the Hong Kong General Chamber of Commerce's 150th anniversary to share the best practices. More on page 43.</div> <div>INFLUENCE HK\$200 was donated to Orbis for each web survey collected. More on page 45.</div> <div>JOIN Customers visited a needy school and donated goods in kind. More on page 45.</div>

THE CSR CARE LABEL



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 IS CSR 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 Jan-Dec 2011 throughout Greater China.

For more information on Jebsen, please visit www.jebesen.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.



POLICY AND GOVERNANCE



A. 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.

B. 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, the very first full time CSR executive was hired in Mainland China as part of the commitment.

Workshops were held to coordinate the implementation of the four key CSR areas:

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 principals¹, which the company can realise by developing new businesses or enhancing supply chain efficiencies to achieve cost savings.

¹ An entity who authorises an agent to distribute its products and create legal relationships with third parties.

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

C. 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.



D. GOVERNANCE AND ETHICS

GENERAL BUSINESS PRINCIPLES

Five core values are intrinsic to Jebsen – *commitment, responsibility, trust, recognition and 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.

E. AWARDS AND RECOGNITION

Jebsen received the Caring Company award issued by the Hong Kong Council of Social Service in 2011 for the fifth consecutive year. This award is to acknowledge companies for their efforts in environmental protection and community development as well as being a socially responsible company.

Meanwhile, Jebsen was named as an Ideal Employer by CIIC in Mainland China in May 2011 for its corporate culture and favourable working environment.

In addition, Jebsen was honoured as a Distinguished Family-friendly Employer in Nov 2011 by The Family Council in Hong Kong, in recognition of outstanding employers' accomplishments in implementing of family-friendly policies and practices and demonstrating the spirit of family-friendliness.



In the same month, Jebsen won the Best Practice Awards in Corporate Social Responsibility by Best Practice Management Group in Hong Kong, a testament to the long-term efforts made in this area once again.



BUSINESS STRUCTURE



CONSUMER BUSINESS UNIT	BEVERAGE BUSINESS UNIT	INDUSTRIAL BUSINESS UNIT	LUXURY BUSINESS UNIT	OTHERS
<ul style="list-style-type: none"> PERSONAL ENTERTAINMENT PRODUCTS DIVISION HOME ENTERTAINMENT PRODUCTS DIVISION DIGITAL IMAGING PRODUCTS DIVISION 	<ul style="list-style-type: none"> BEER DIVISION FINE WINES DIVISION 	<ul style="list-style-type: none"> AUTOMOTIVE TECHNIK DIVISION ENGINEERING & TECHNOLOGY DIVISION TECHNICAL SERVICES DIVISION FOOD, BEVERAGE & PHARMA DIVISION 	<ul style="list-style-type: none"> MOTORS DIVISION WATCH DIVISION MARINE DIVISION 	<ul style="list-style-type: none"> LOGISTICS DIVISION BUILDING PRODUCTS DIVISION

MAINLAND CHINA | HONG KONG | MACAU | TAIWAN

A. BUSINESS OVERVIEW

Today, Jebesen 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.

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.



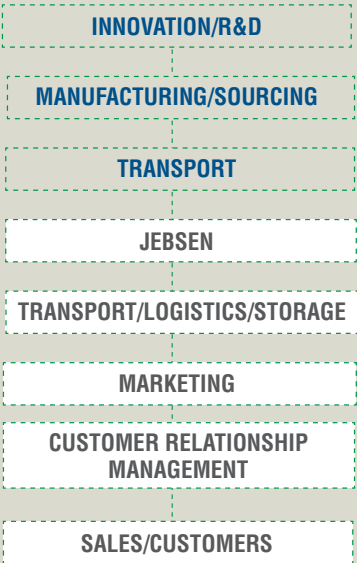
PRODUCTS AND ACTIVITIES

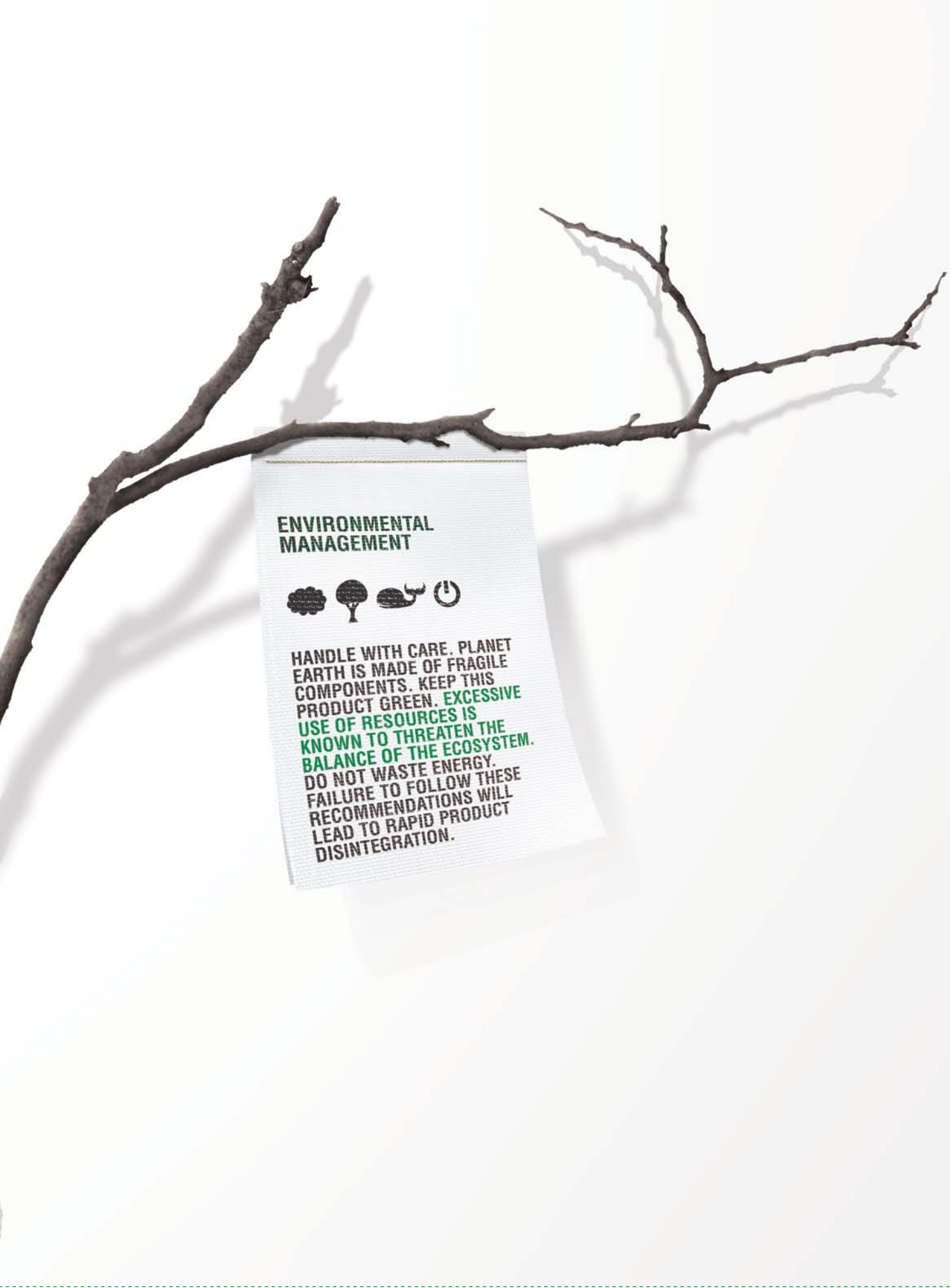
BUSINESS UNITS	PRODUCTS & ACTIVITIES
CONSUMER	Jebesen Consumer distributes quality consumer electronic brands including Casio, Pentax and Rollei.
INDUSTRIAL	Jebesen Industrial is a provider of industrial, scientific and technological expertise and market know-how for a diverse range of industrial sectors.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

B. BUSINESS MODEL

Jebesen focuses 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 THE EARTH



Conservation of the environment is neither a one-man job nor achievable overnight. Jebsen is committed to reduce energy consumption, recycle and provide products designed with green features for distribution.

	HANDLE WITH CARE
	KEEP THIS PRODUCT GREEN
	EXCESSIVE USE OF RESOURCES THREATENS THE ECOSYSTEM
	DO NOT WASTE ENERGY

ENVIRONMENTAL CONSERVATION



CONSERVATION OF THE ENVIRONMENT IS NEITHER A ONE-MAN JOB NOR ACHIEVABLE OVERNIGHT. JEBSEN IS COMMITTED TO REDUCE ENERGY CONSUMPTION, RECYCLE AND PROVIDE PRODUCTS DESIGNED WITH GREEN FEATURES FOR DISTRIBUTION.

A. 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.

B. ENVIRONMENTAL CONSERVATION MANAGEMENT APPROACH

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

Environmentally-Friendly Products Environmental Management

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

Clear environmental targets have been set to reduce carbon footprint by 20 per cent at the end of 2012, with 2009 as the base year for comparison, working toward carbon neutrality as the ultimate goal.

A systematic approach for environmental management has been developed in measuring efforts to achieve continuous improvement, taking into account the following areas. Equipping the workplace with green office features and fostering green awareness through various environmental initiatives has been one of the key priorities this year.

- i.** Energy and material consumption
- ii.** Ecological products
- iii.** Green awareness cultivation

i. ENERGY AND MATERIAL CONSUMPTION

ENERGY SAVING PRACTICES

ENERGY-SAVING SETTING ON ALL COMPUTERS

Working with Group Information Services, a power-saving mode was set up in over 1,400 office computers at all Jebsen's facilities across the region.

LOCATION	PCS WITH POWER SAVING SETTING
HONG KONG	550
MAINLAND CHINA	850
MACAU	10

RETROFITTING OF LIGHTS

More than 4,000 pieces of lighting equipment were retrofitted in eight Jebsen offices in a bid to save more energy. T8 lights have been replaced by T5 lights which offer over 60 per cent in energy saving and a longer service life.



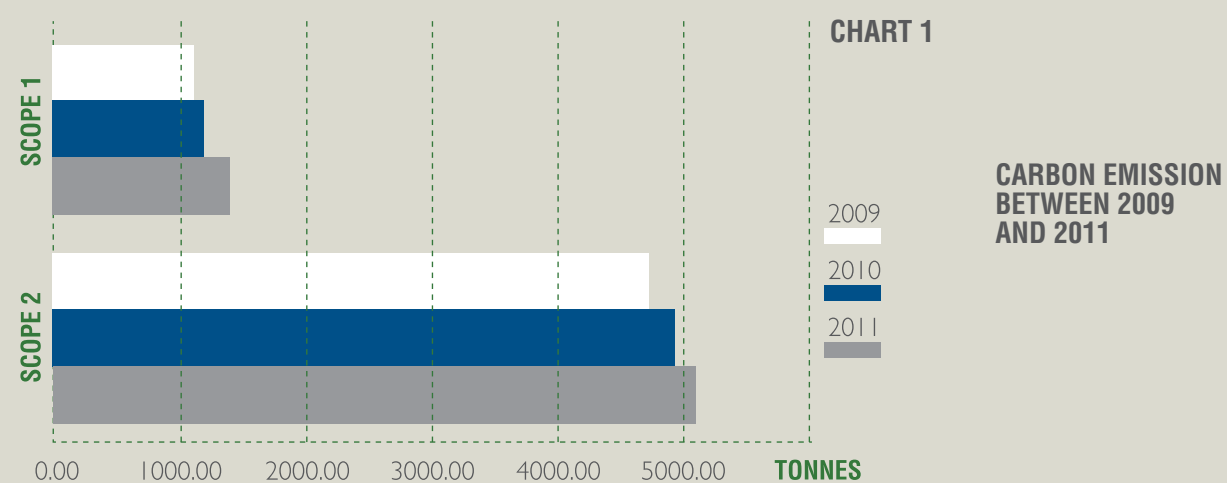
ENVIRONMENTAL CONSERVATION

This year a carbon management team was set up to make carbon management a permanent fixture in the Group. The team has been trained to follow the essential guidelines of carbon management, accurately measuring carbon emissions from Jebson's daily operations. With carbon management, carbon emissions can be monitored and necessary actions can be taken as soon an issue is discovered.

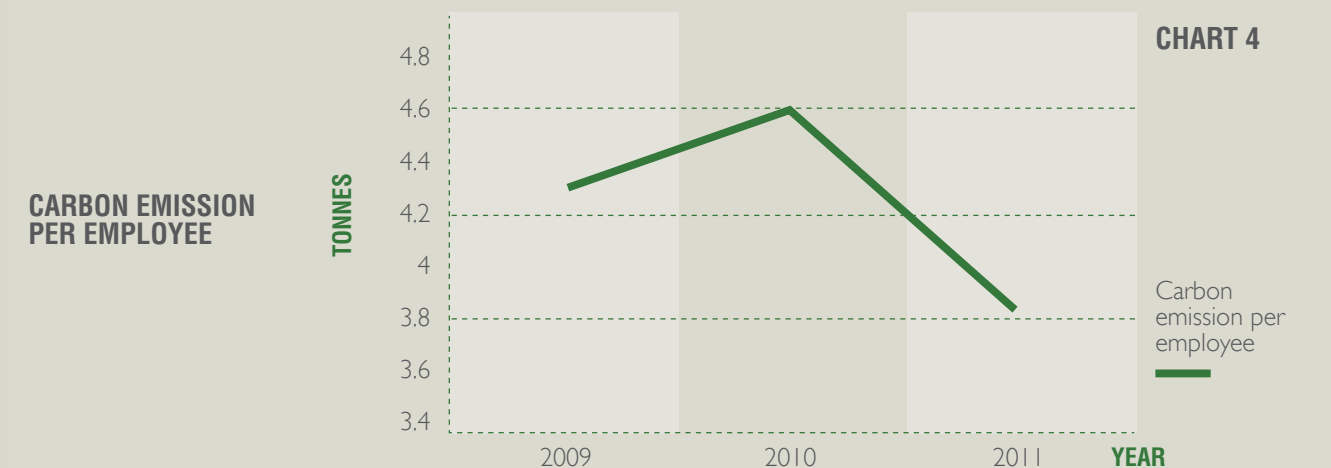
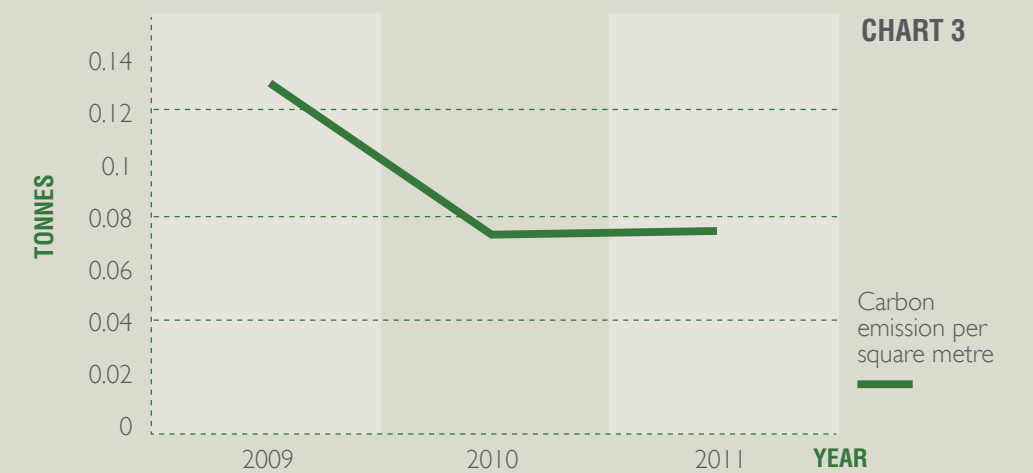
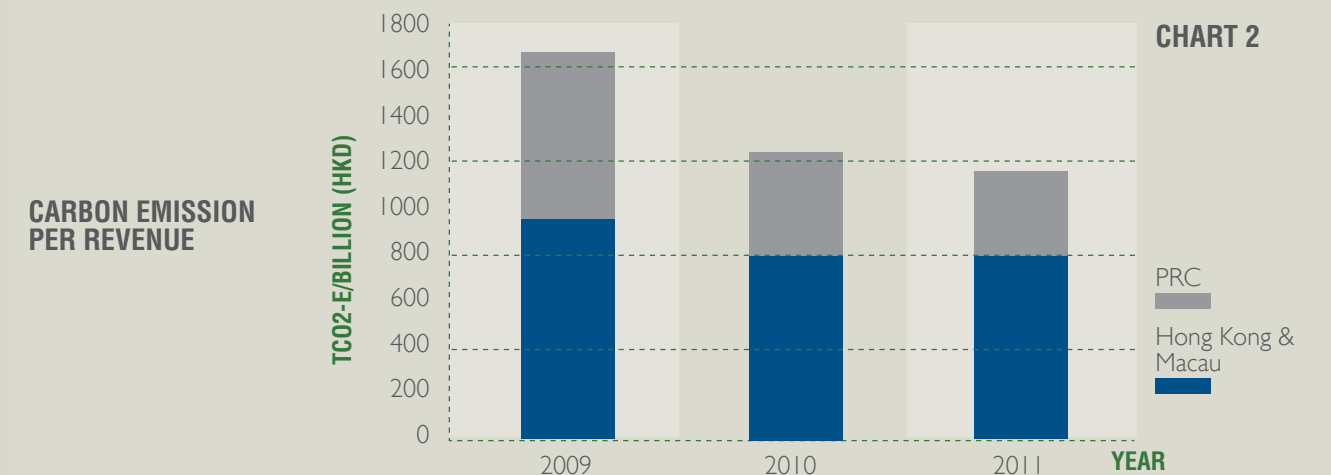
According to the latest verified carbon report, the total carbon emission of Jebson was 6,394 tonnes in 2011, and 6,114 tonnes in 2010.

Compared to 5,792 tonnes in 2009, the overall emission has increased due to substantially increasing business activities.

This audit covered Jebson's directly controlled carbon emission in Hong Kong, Macau and Mainland China cities. Hong Kong and Macau are still the highest carbon emitter, contributing over one third of overall carbon emission, followed by Guangzhou (27 per cent in 2010 and 29 per cent in 2011), Beijing (19 per cent in 2010 and 20 per cent in 2011) and Shanghai (19 per cent in 2010, 18 per cent in 2011).



If the increased business activity is taken into account, it could be seen from the charts below that the overall annual carbon emission per revenue has decreased by 24 per cent in 2010 and 38 per cent further in 2011 (chart 2); The carbon emission per square metre has dropped by 44 per cent in 2011 (chart 3); The carbon emission per capita indicates a decrease of 10.5 per cent in 2011, comparing with the base year of 2009 (chart 4).



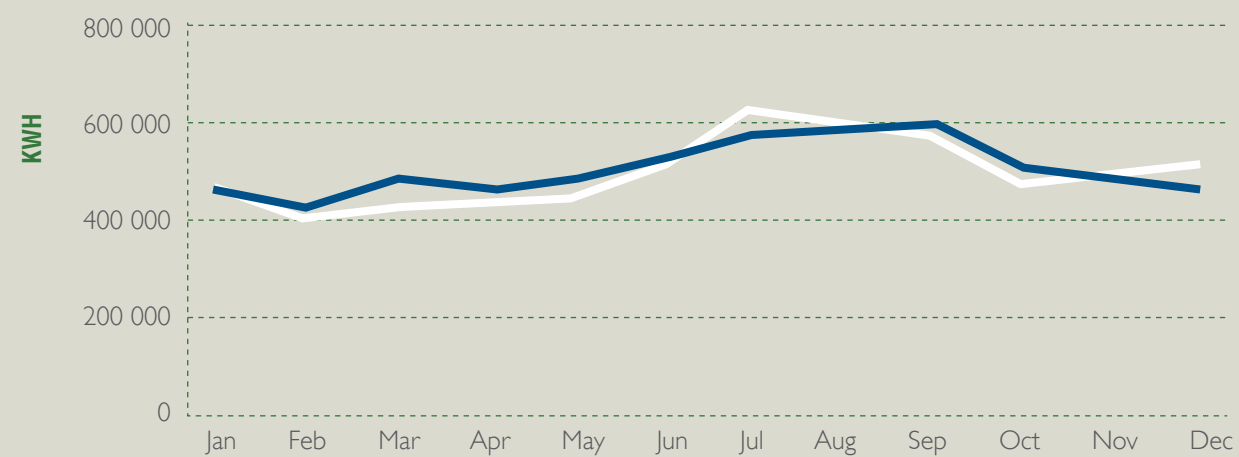
ENVIRONMENTAL CONSERVATION

ELECTRICITY

From 2010, the carbon audit has been extended to cover Jebsen's facilities in China, to have a fuller picture of Jebsen's carbon emission profile. It could be seen that electricity consumption has gone up during summer (Chart 5). Meanwhile the retrofitting of lights which has been implemented in Hong Kong offices by 2011 has a significant effect in reducing energy consumption (Chart 7).

ELECTRICITY USAGE BY JEBSEN 2010 & 2011

CHART 5



ELECTRICITY USAGE BY CITY

CHART 6

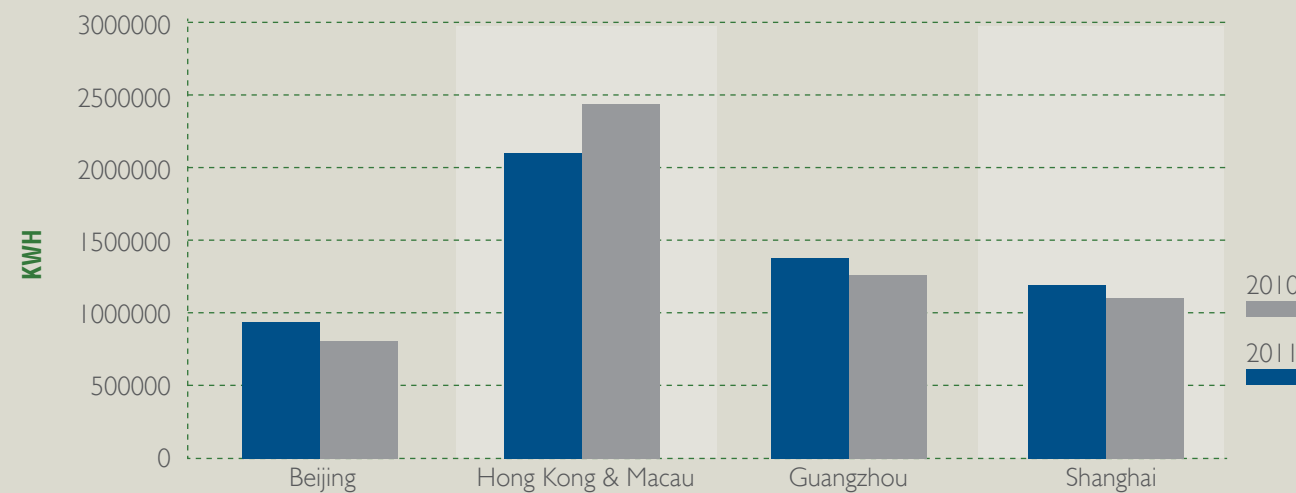
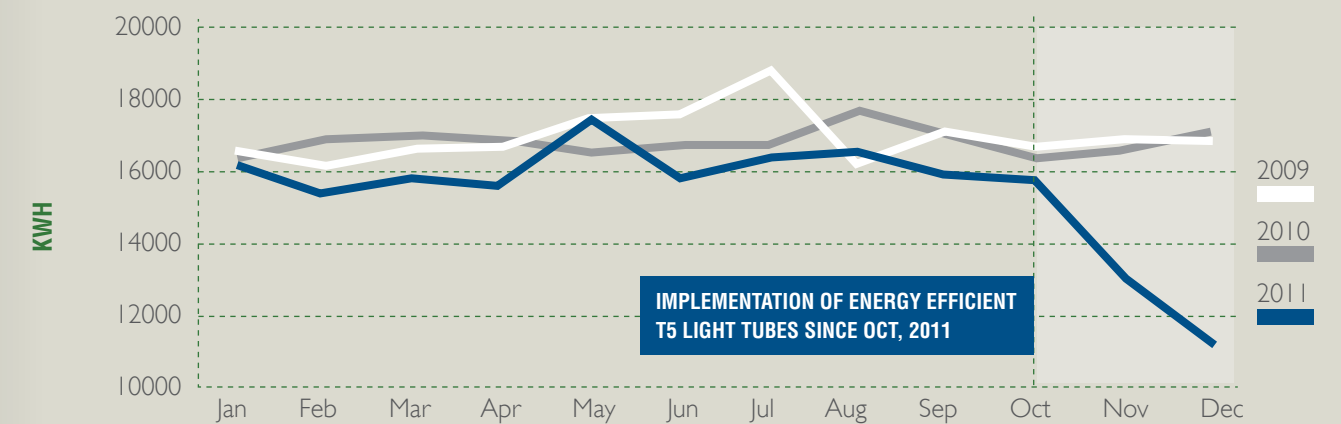
HONG KONG CAROLINE CENTRE OFFICE
ELECTRICITY USAGE TREND 2009 - 2011

CHART 7

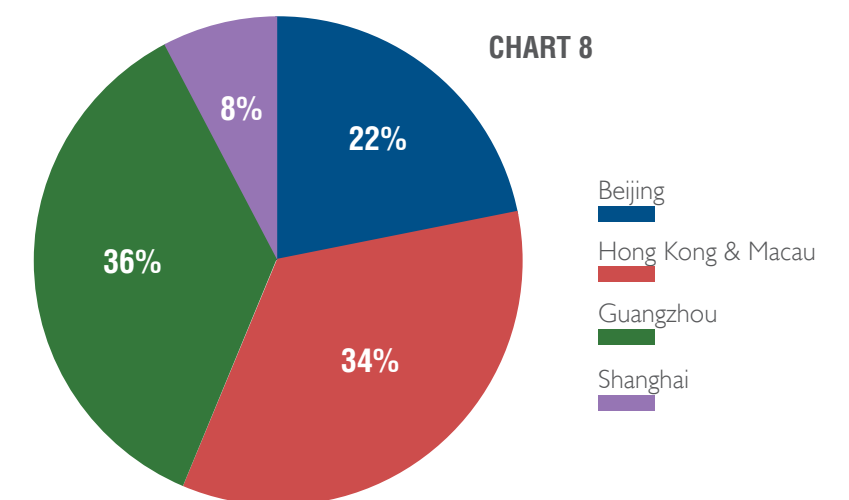


MOBILE COMBUSTION

Mobile combustions contributed to about 20 per cent of Jebsen's total carbon emission. Chart 8 shows that Guangzhou's fuel consumption has surpassed that of Hong Kong and Macau for the first time. The two locations represent 70 per cent of mobile combustions.

FUEL CONSUMPTION
IN 2011

CHART 8



ENVIRONMENTAL CONSERVATION

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 Jebsen offices in Hong Kong and provided Jebsen with 100kg of Verified Emission Reductions (VERs) for every 10 bags of waste paper. In the past 12 months, Jebsen has managed to reduce consumption of paper by another 14 per cent thanks to all the good practices put in place. A total of 3.7 tonnes of carbon emissions have been offset in 2011, compared to 1.3 tonnes in 2010.

In addition, Jebsen has moved some of the day-to-day approving processes online, such as business card ordering, an initiative which has reduced paperwork.

COMPARISON PERIOD	ACTUAL CONSUMPTION SHEETS
IN THE MONTHS LEADING UP TO DEC 2010	3,405,000
IN THE MONTHS LEADING UP TO DEC 2011	2,845,000



ii. 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

This year Jebsen Building Product added four additional products to the portfolio and participated in several major projects in the public sector in Hong Kong:

PRODUCT NAME	GREEN PRODUCT FEATURES
RECONSTITUTED WOOD BIOWOOD	- 100% recyclable - Low VOC emission - PEFC certified
SCREWJACK PEDESTAL BUZON	- Made of 100% recycled material
SPORTS FLOORING AACER	- FSC certified
RADIANT BARRIER WINDOW INSULATORS INFLECTOR	- Offering thermal efficiency and reduced energy consumption, lowering utility costs while maintaining stable indoor temperatures

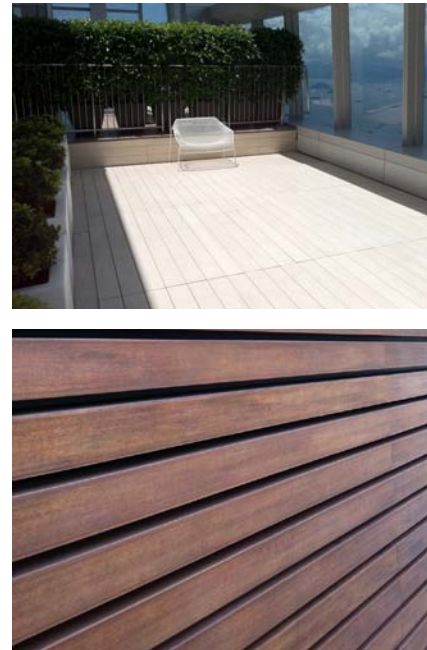
ENVIRONMENTAL CONSERVATION

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



RECONSTITUTED WOOD BY BIOWOOD: FLOOR COVERING

An interior and exterior floor covering wood-based product that is 100 per cent recyclable with innovative fixing and fastening systems that save on installation cost. This product has a low VOC emission rate and is PEFC certified along with being fire, water and termite resistant.



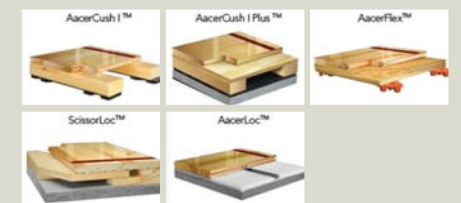
SCREWJACK PEDESTAL BY BUZON

Ensuring unlimited green possibilities for terrace design as the screwjack pedestal is 100 per cent made from recyclable material and can support loads up to 1,000kg/pedestal. This is a durable and robust product with accurate adjustment features, ability to create superior drainage systems, and ability to withstand extreme weather conditions plus UV radiation.



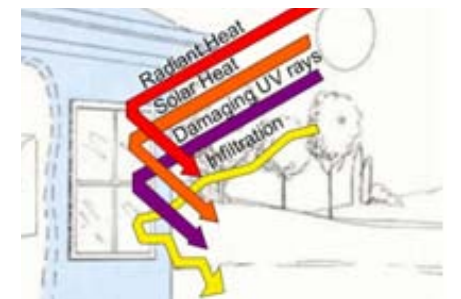
SPORTS FLOORING SOLUTIONS BY AACER

A world leader in high performance recreational wood sports flooring system design. Aacer has a comprehensive moisture resistance product range of sport floor coverings that are all FSC certified, offering flexible installation and shock absorbing and vibration reduction qualities.



RADIANT BARRIER WINDOW INSULATORS BY INFLECTOR

Good for a low carbon work environment at optimal thermal efficiency and reduced energy consumption. The patented material used for these products was developed by NASA (US) and is over twice as effective as low-e or double pane gas filled windows, when it comes to heat reduction. They also block 92 per cent of harmful UV rays, do not obscure window views and come in a wide range of window covering models.



In recognition of Jebesen's capability to provide quality green products, Jebesen Building Products has been awarded a series of contracts to decorate public facilities including hospitals and school.

ENVIRONMENTAL CONSERVATION



Artist sketch of the zero-carbon development now under construction in Kowloon Bay, Hong Kong

PROJECT SHOWCASE: ZERO-CARBON BUILDING IN HONG KONG

The 147,000-sq-ft site in Sheung Yuet Road in Kowloon Bay, expected to be completed and open in mid-2012, is a pioneer project to showcase state-of-the-art eco-building design and technologies locally and internationally. The project will serve as a platform for the construction industry to share knowledge and expertise in low carbon building design and technologies, along with raising the community's awareness on sustainable green living. Jebsen's interior and exterior ecological floor covering products were chosen not only for their green features but also for their aesthetic appeal and ability to blend with the pleasant surrounding greenery.



ECOLOGICAL CARS BY JEBSEN MOTORS

Jebsen Motors is now offering two hybrid vehicle options for the Porsche brand: the Cayenne S Hybrid and the Panamera S Hybrid that are both designed with green features. The Cayenne S Hybrid model is fully equipped with the latest emissions technology and complies with the European exhaust emissions standard, EU5, and is 95 per cent recyclable. The Panamera S Hybrid is also fully equipped with the most advanced emission control technology and demonstrates that a sports car with high performance can still achieve moderate emission exhaust even within this category.



Cayenne S Hybrid(top)
and Panamera S Hybrid
(bottom)



iii. GREEN AWARENESS CULTIVATION

PLANTS

Plants were replaced in offices this year, by new plants that were specifically chosen for their ability to better filter air and release oxygen. This makes the offices a healthier place to work in.



RECYCLING BINS

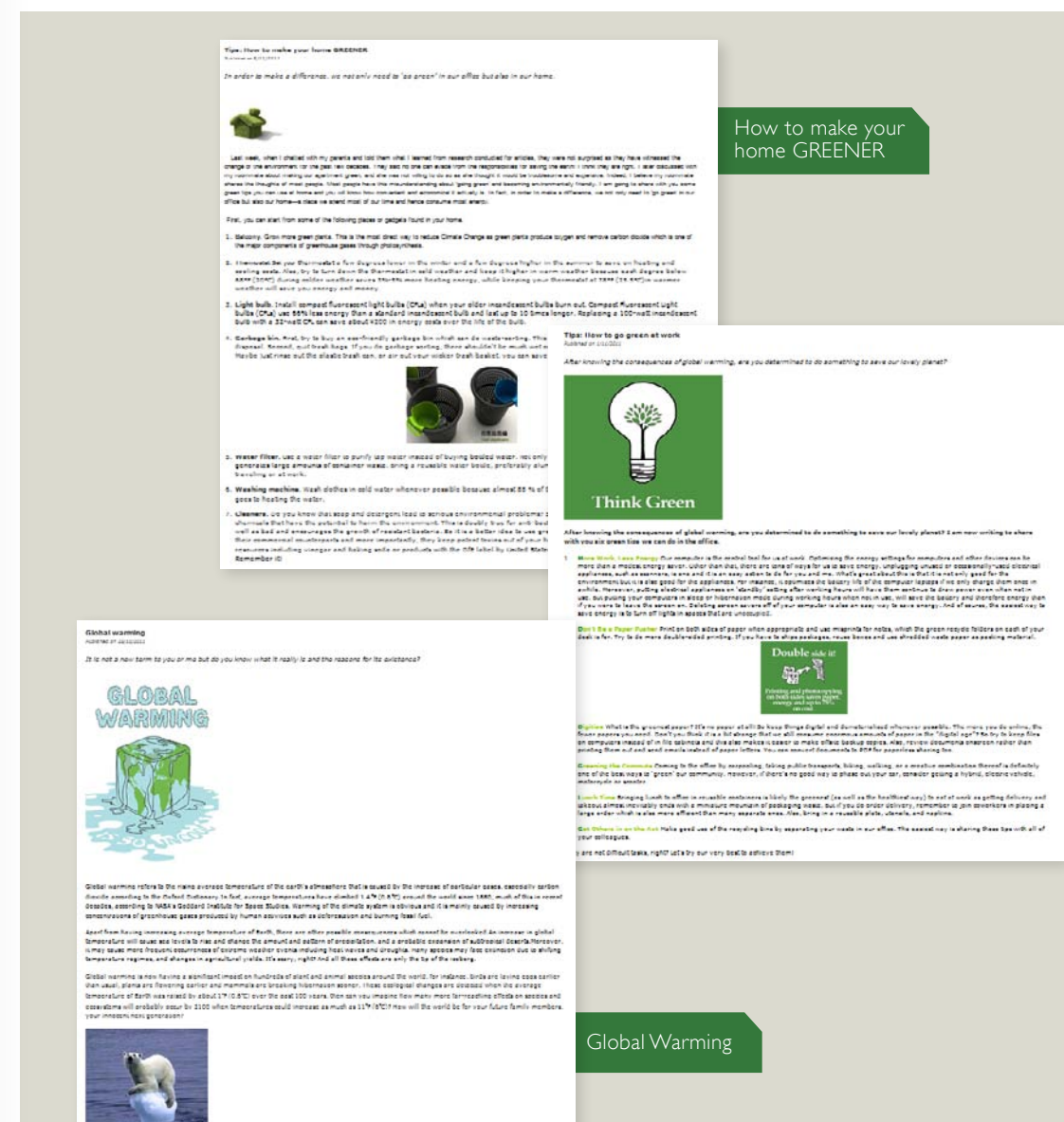


The well established recycling system in Hong Kong offices has been extended to those in Mainland China. Recycling bins with clear tags and instructions have been put in place to sort paper, plastic, food leftovers, ink cartridges and batteries.



GREEN ARTICLES

Regular green articles are posted on the Group's Intranet service to give out green tips, green recipes, green facts and relevant information to foster green thinking amongst all Jebsen staff, gradually leading to behavioural change and eventually influencing their family and friends.





STAFF WELL-BEING

HUMAN RESOURCES ARE OUR MOST VALUABLE ASSETS



At Jebsen, members of staff are like family. The Group watches over the well-being of employees and how far they go on their career paths.

	HANDLE WITH LOVE
	CARE ABOUT YOUR EMPLOYEES
	WORK AS A TEAM
	MAXIMISE THEIR COLLABORATION



STAFF WELL-BEING



**HANDLE WITH LOVE.
CARE ABOUT YOUR
EMPLOYEES AND THEY
WOULD GIVE YOU MORE
THAN YOU CAN EXPECT
IN RETURN. THEY WORK
AS A TEAM, SO HELP
THEM MAXIMISE THEIR
COLLABORATION.**

STAFF WELL-BEING



A. 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.

B. 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 the next page).

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

- 1. Jebsen Recreation Club’s team building activities
- 2. Lunchtime seminars on healthy mind, body and safety at work



JEBSEN RECREATION CLUB HIGHLIGHTS IN 2011

MAR	WOMEN'S DAY KTV ACTIVITY IN GUANGZHOU	HIKING IN CHENGDU		
MAY	CYCLING IN CHENGDU			
JUNE	HIKING ON LAMMA ISLAND IN HONG KONG	 STAFF OUTING IN TAIWAN		
JULY	FISHING IN HONG KONG			
AUG	CAKE-MAKING IN SHANGHAI	 ONE-DAY TOUR IN CONGHUA FOR GUANGZHOU		
SEPT	 OUTING TO SHANXI FOR BEIJING	 A HAPPY TRIP TO THE SEASIDE FOR GUANGZHOU		
OCT	SAILING AND WINDSURFING CLASS IN HONG KONG	OUTING TRIP TO YANDANG MOUNTAIN FOR SHANGHAI		
NOV	TENNIS FRIENDLY MATCH IN HONG KONG	YOGA CLASS IN HONG KONG	CYCLING IN DAFUSHAN FOR GUANGZHOU	MANGO LAVA MOUSSE DOME CAKE CLASS IN HONG KONG
DEC	SNAKE FEAST IN HONG KONG		CHRISTMAS DINNER IN GUANGZHOU	

STAFF WELL-BEING



LUNCHTIME SEMINARS ORGANISED IN 2011

HK	HAPPY FAMILY, HAPPY WORK	POLAR AREA AND ENVIRONMENTAL PROTECTION	LOW CARBON DIET	SUSTAINABLE CLOTHING	LOHAS
GZ	COOL FATHER, COOL MOTHER AND COOL CHILDREN		A KEY TO THE DOOR OF HAPPINESS		HANDLE YOUR EMOTIONS EFFECTIVELY
					ECOSYSTEM
SH	FIVE LANGUAGES OF LOVE AND SMART DEPOSITS	CHINESE MEDICAL CONSULTATION	FIVE STEPS FOR EMOTION ADJUSTMENT	TEN STEPS OF RELATIONSHIP RECOVERY	
					
BJ	GREEN LUNCH SEMINAR (ECOSYSTEM)	CERVICAL VERTEBRA DISEASE PREVENTION			
	FIVE LANGUAGES OF LOVE AND SMART				
SZ	HANDLE YOUR EMOTIONS EFFECTIVELY		COOL FATHER, COOL MOTHER AND COOL CHILDREN		
CD	PREVENTION OF NECK PROBLEMS				

EMOTIONAL MANAGEMENT



PHILANTHROPY



HANDLE WITH SINCERITY.
GET YOUR FAMILY AND FRIENDS ALONG.
YOU CAN MAKE A DIFFERENCE.
SHOW YOUR EMPATHY.

PHILANTHROPY

PROMOTING THE LOVE FOR HUMANITY



This is an area which has been given a major boost in 2011 with a commitment to charitable work in the form of a new partnership with an international NGO, in addition to ongoing work with the Group's existing CSR partners.

	HANDLE WITH SINCERITY
	GET YOUR FAMILY AND FRIENDS ALONG
	YOU CAN MAKE A DIFFERENCE
	SHOW YOUR EMPATHY

PHILANTHROPY



A. 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.

B. 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 2011, the Group has organised a series of volunteering and fundraising activities, involved more than 600 participants, and raised more than HK\$100,000 funds as well as food and other necessities to help those in need. Please find the highlights of the year below.

FUND-RAISING AND VOLUNTEERING ACTIVITIES IN 2011

JAN		WALK FOR MILLIONS THE COMMUNITY CHEST
FEB		FOOD BANK ST. JAMES SETTLEMENT
MAR		DONATION TO JAPAN EARTHQUAKE VICTIMS RED CROSS
		SKIP LUNCH DAY THE COMMUNITY CHEST
		HSBC CARE-TO-SHARE AGENCY FOR VOLUNTEER SERVICE
APR		MAI PO WALK WWF
MAY		DONATION TO JAPAN EARTHQUAKE VICTIMS RED CROSS
		ORBIS FIELDTRIP TO PROJECT SITE IN GANSU ORBIS
MAY		OXFAM RICE SELLING OXFAM
		DUMPLINGS DELIVERY AND HOME VISIT NAAC

JUNE	ORBIS SIGNING CEREMONY ORBIS	THE COMMUNITY CHEST GREEN DAY THE COMMUNITY CHEST	VISIT TO ORBIS FEH IN MONGOLIA ORBIS
JULY	MSF DAY 2011 MEDECINS SANS FRONTIERES HONG KONG		BOOK RECYCLING AND SHARING+DONATION OF STATIONERY
	ORBIS MID-AUTUMN CHARITY SALE ORBIS		
AUG	HK RED CROSS RED DECOR DAY 2011 HONG KONG RED CROSS	BOOK COLLECTION PERIOD THE CHURCH OF UNITED BRETHREN	MOONCAKE COLLECTION PERIOD
SEPT	MOONCAKE DELIVERY YANG MEMORIAL METHODIST SOCIAL SERVICE		MOONCAKE DELIVERY THE NEIGHBOURHOOD ADVICE-ACTION COUNCIL
		INDUSTRIAL SURVEY. DONATION MADE TO ORBIS ORBIS	DRESS CASUAL DAY THE COMMUNITY CHEST

OCT		RALEIGH CHALLENGE RALEIGH HK
NOV	INTERNATIONAL REHABILITATION DAY ST. JAMES SETTLEMENT	WINE SPONSORSHIP OF ORBIS CHARITY GALA ORBIS
	ORBIS MOONWALKERS ORBIS	LOVE YOUR TEETH DAY THE COMMUNITY CHEST
DEC		CHRISTMAS PARTY FOR THE ELDERLY

PHILANTHROPY

PARTNERING WITH ORBIS

One of the highlights of Jebsen's CSR commitments in 2011 is the "Project Morning Star" partnership with Orbis to help the less fortunate, especially children, in remote areas fight blindness.

Jebsen is engaged with Orbis for five years during which it will provide sponsorship to improve the eye health conditions for those underprivileged. By the end of 2015, Jebsen's 120th anniversary, through "Project Morning Star" at least:

- 12 promising eye doctors receive fellowship for overseas education;
- 120 and more paediatric and adult patients receive subsidized surgeries;
- 1200 community health worker trained with eye care knowledge;
- 12000 eye care booklets distributed to children and their parents;
- 120000 people screened by professional eye health workers;
- Eventually 1,200,000 eye patients enjoyed reliable and affordable services thought the well established system.



Project Morning Star is a sustainable project that will help develop eye care for Mainland China communities in need. Orbis will train hospitals extensively on how to detect all eye diseases by correct eye-screening techniques, how to conduct eye surgeries, how to prevent eye disease, and overall how to treat their eye patients. After the project is completed a visible difference will be made in the community for generations to come.

ORBIS FLYING EYE HOSPITAL VISIT



A visit was made to a longer standing Orbis project in Ulaanbaatar Mongolia, where the Orbis Flying Eye Hospital (FEH) flew in to conduct a surgery tour. The visit allows the management to witness and understand how Orbis organises their sustainable projects.

ORBIS MOONCAKE CHARITY SALE



A mooncake sale was held for Jebsen staff while all profits went to Orbis and their sight saving mission.

ORBIS AUCTION CHARITY GALA SPONSORSHIP



Jebsen Fine Wines sponsored this charitable event where RMB4.4 million was raised for Orbis sight saving projects in Mainland China. One of the auctioned items, a painting created by one beneficiary, fetched RMB1 million.

ORBIS MOONWALKER 2011 IN HONG KONG



Orbis Moonwalker 2011 in Hong Kong
On Dec 3, 2011, a group of 25 of Jebson volunteers joined the annual Orbis Moonwalker event in Hong Kong. The 20km route through Hong Kong Island's city centre and along the coast was scenic and took moonwalkers from dusk to dawn to complete. A small portion of the walk was

dedicated to experiencing the discomforts of blindness, where seeing team members lead blindfolded members through the darkness. A record breaking number of 10,700 participants registered for the event this year and raised a total of about HK\$8 million, funding sight saving work worldwide.



EXTERNAL STAKEHOLDERS

ALIGNING BUSINESS PRACTICES WITH SOCIAL EXPECTATIONS

Living in a society where no one is isolated with the others, sharing is mandatory. Share not only resources, but also thoughts with external stakeholders, and make this world richer.



	HANDLE WITH IMPACT
	INVITATION IS NECESSARY
	SHARE YOUR BELIEFS
	BECOME A ROLE MODEL





A. 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.

B. STAKEHOLDERS AND
ACTIVITIES

GROUP MANAGEMENT

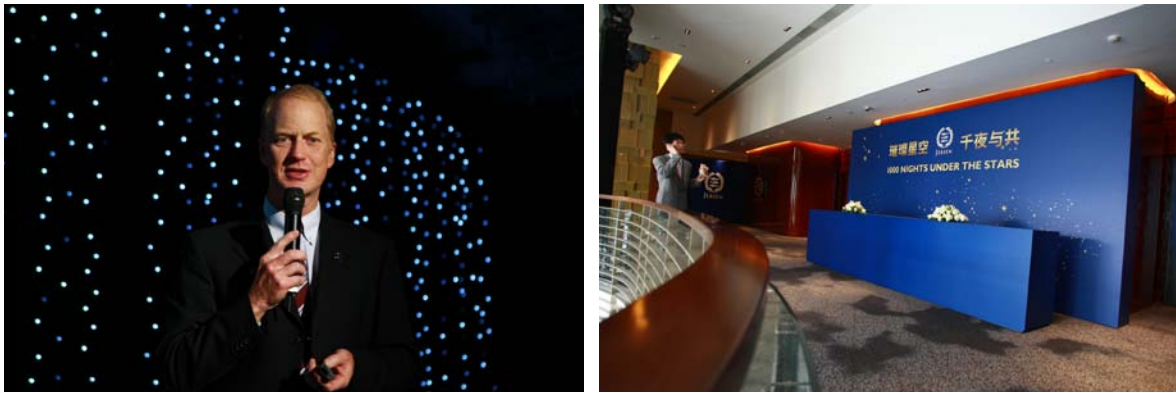
CORP-CITIZEN ON CALL

Having been a gold sponsorship and in a long partnership with the Hong Kong General Chamber of Commerce, Jebsen hosted a table at the Hong Kong General Chamber of Commerce 150th anniversary and co-officiated the launching of the "Corp-citizen on Call" (CoC) Scheme, where members of the chamber demonstrated their efforts in creating a harmonious society.



The event theme "1000 NIGHTS UNDER THE STARS" symbolises the wish that Jebsen would commit to bring light to children fighting blindness in remote areas.

A major partner appreciation event "1000 NIGHTS UNDER THE STARS" was held in Shanghai on Nov 11, 2011 to express Jebsen's gratitude to its valuable partners and share the Group's most recent CSR practices in Greater China.



The event gathered over 200 of Jebsen's partners from various backgrounds and countries. Besides principals and clients from Jebsen's core four Business Units, local government officials and long-term CSR partners like Orbis also participated. Famous young and talented Taiwanese singer Joanna Wang was invited to perform at the gala which livened up the night.

EXTERNAL STAKEHOLDERS



INDUSTRIAL BUSINESS UNIT

Jebsen Industrial launched an online survey to study how satisfied the clients are with the revamped www.jebesenindustrial.com website. For each completed survey, Jebsen Industrial donated HK\$200 to Orbis. The survey link was posted on Facebook, Sina Weibo as well as the Group's Intranet service. At the end of the survey, over 100 responses were collected and over HK\$20,000 was donated to Orbis.

LUXURY BUSINESS UNIT

A host of charity events were organised by Jebsen-operated Porsche Centres across the region, including Porsche Centre Shenzhen's trip to Zhenjiang Huaping Elementary School in Shaoguan, Guangdong in Sept 2011. A set of

stationary was handed to each pupil, a total of RMB50,000 raised, with an additional auction of the school arts teacher's paintings gaining another RMB15,000 toward the purchase of teaching equipment.



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@jebesen.com.

Your collective input will undoubtedly provide further directions that can be incorporated in ongoing CSR work.

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

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* indicators in brackets () are only partially covered.

APPENDIX A. LIST OF PARTICIPATING COLLEAGUES

CSR TASKFORCE

Francis Mok CSR Champion and Philanthropy Head	Michael Glover External Stakeholders Head
Vincent So Environmental Conservation Head	Darren How Communications Head
Patricia Luk Staff Well-Being Head	Helena Trampe CSR Executive

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