



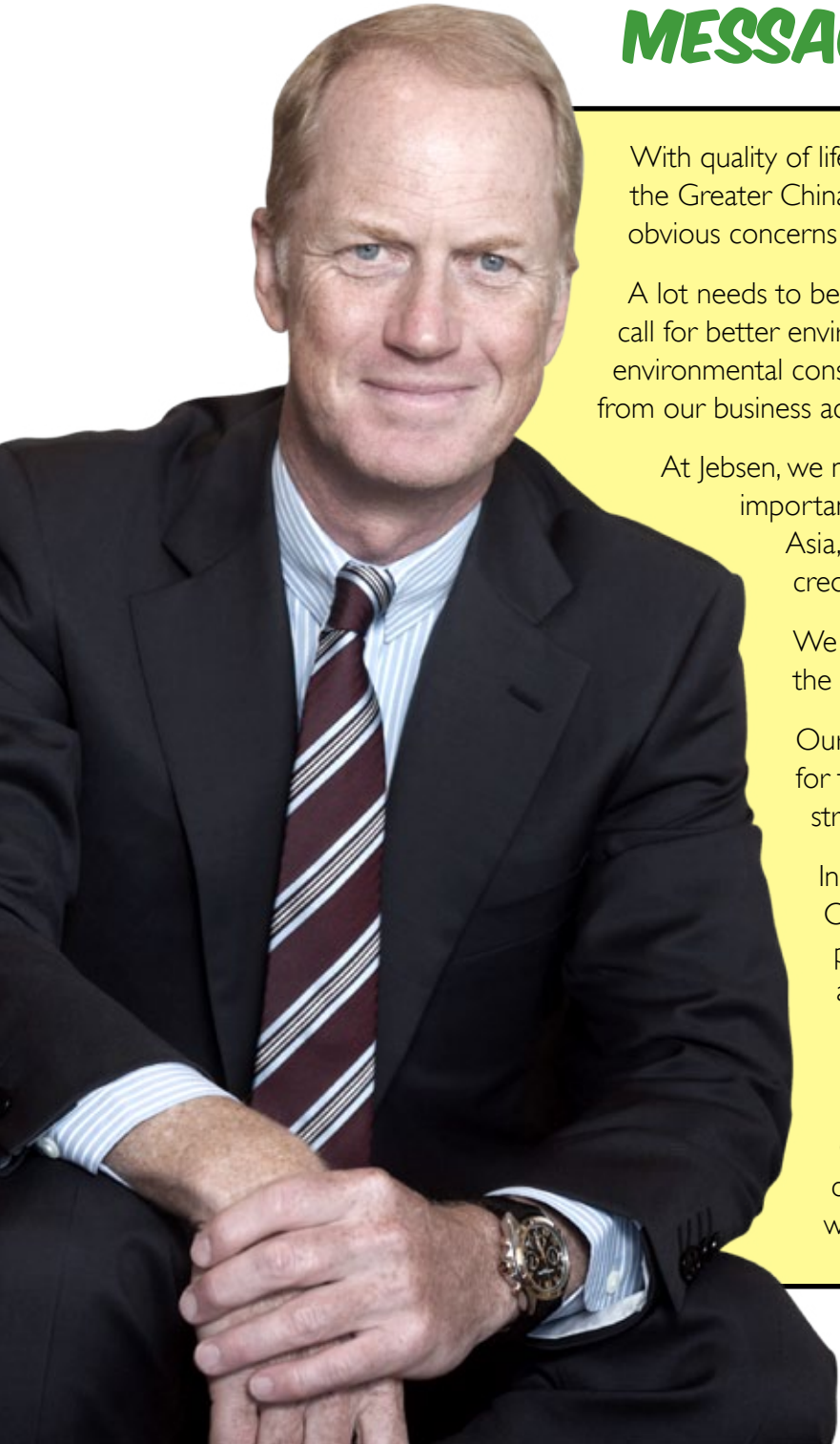
CORPORATE SOCIAL RESPONSIBILITY REPORT

20
13



**IT ALL STARTS
WITH YOU!**

MESSAGE FROM GROUP MANAGING DIRECTOR



With quality of life, rather than just economic well-being, becoming an ever more important issue for the people of the Greater China region, governments are responding by addressing issues such as air pollution, one of the most obvious concerns for the man on the street, more vigorously than in the past.

A lot needs to be done by all concerned and we believe business leaders also have the duty to respond to the call for better environmentally-friendly practices. As one of the key pillars of our Corporate Social Responsibility, environmental conservation will still feature prominently in our ongoing programme to minimise the impact resultant from our business activities.

At Jebsen, we measure closely the carbon footprint of our regional facilities as you can see in this report. This important work will continue, even as we have partnered together with our sister group in South East Asia, Jebsen & Jessen (SEA), to engage an accredited service provider last year to purchase carbon credits and offset all our emissions to go fully carbon neutral.

We have also become a corporate partner of China Exploration & Research Society, to contribute to the preservation of natural heritage and culture, as an extension to our conservation efforts.

Our belief in investing in people remains, not only in training and development aspects but also caring for the well-being of our employees. Year-round activities are available for staff participation, as we strive to achieve balance at the workplace.

In 2012, we sent about 20 staff volunteers over two trips to the project sites of our philanthropy partner Orbis. There they saw for themselves first-hand the kind of work involved in battling against medical problems at some of the more remote places in China. Most of us are fortunate to live in modern cities and it is truly humbling to recognise that what we take for granted, is a faraway dream for many.

This year we would like to introduce additional volunteer activities locally, and will continue to find other ways to involve our staff in making a difference to the communities that we work and live in.

CSR is a journey that requires persistence and spirit, in addition to being able to fund. We are committed to our cause, and hope that our stakeholders share our values and come onboard with us, one way or another.

Helmuth Hennig
Group Managing Director



WANTED

**AN ALL-ROUNDED PERSONALITY
TO MAKE A REAL DIFFERENCE**

MISSION

- ✓ TO EXERCISE CARE IN USE
OF ENERGY AND RESOURCES
- ✓ TO STAY ENGAGED IN ACTIVITIES
WITH COLLEAGUES
- ✓ TO CONTRIBUTE TO HELPING
OTHERS IN NEED
- ✓ TO LEAD CHANGE

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SECTION A

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.

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.

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.

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

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.

SCOPE OF THIS REPORT

This CSR report details the activities undertaken at Jebsen from January to December 2012. 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.jebesen.com**.

TARGET AUDIENCE

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

SECTION B

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.

CSR TASKFORCE AND TASK AREAS

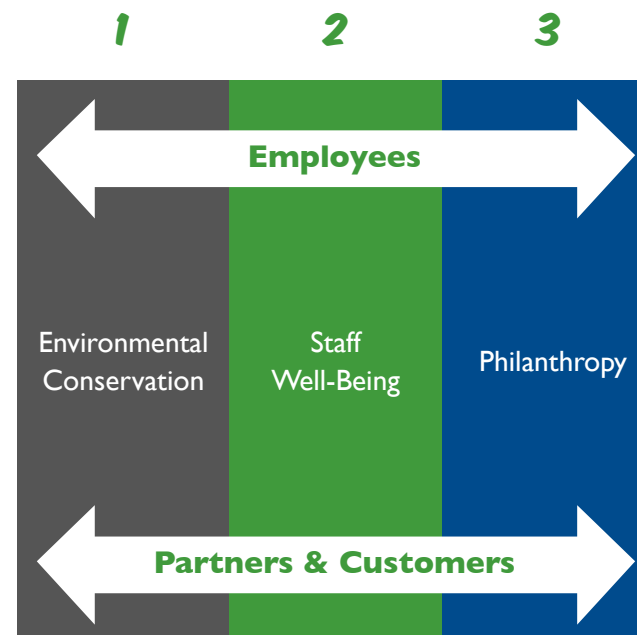
The CSR programme was launched in Jebsen in September 2007. A CSR Taskforce was formed to coordinate ideas, suggestions, and implementation of the CSR policy and initiatives in each of the business units.

CSR Chairman, CSR pillar Heads plus their working groups, and a full time CSR staff member make up our CSR taskforce at Jebsen. The CSR Chairman and each of the three CSR pillar Heads volunteer for their positions within the CSR Steering Committee. The CSR initiatives and policies are therefore formed and lead by a group that is passionate about CSR and its results.

CSR Focus

Environmental Conservation, Staff Well-Being, and Philanthropy

These three pillars offer protection of the environment, development of the community, and care for the people that make up the Group. The programme has been refined in 2012 to engage internal and external stakeholders in all three pillars to create a sustainable CSR platform.



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.

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.

GOVERNANCE AND ETHICS

General Business Principles

Five core values are intrinsic to Jebson – commitment, responsibility, trust, recognition and excellence – reflecting a common purpose that all employees strive for.

Code of Conduct

Jebson'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.

AWARDS AND RECOGNITION

Jebson received the Caring Company award issued by the Hong Kong Council of Social Service in 2012 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.

In addition, Jebson was awarded the Corporate Social Responsibility Award 2012 by Capital & Capital Weekly, in recognition of outstanding CSR accomplishments.

Jebson also won the Manpower Developer 1st (MD 1st) 2012 – 2014 by the Employees Retaining Board (ERB) as a testament to the long-term efforts made within this area. And at the end of 2012 were chosen by the Hong Kong Productivity Council to be awarded the Hong Kong Corporate Citizen Silver Award 2012, especially due to pioneering environmental conservation and preservation efforts.



Group Deputy Managing Director William Li (right) accepting Corporate Social Responsibility Award 2012 from Capital and Capital Weekly magazines



Group Deputy Managing Director William Li (second from left) receiving the Hong Kong Corporate Citizen Silver Award 2012 on Jebesen's behalf



Group Director Denis Li (centre) accepting the Manpower Developer 1st (MD 1st) 2012 – 2014 honour by the Employees Retraining Board (ERB)

SECTION C

JEBSEN'S BUSINESS

BUSINESS OVERVIEW



Consumer Business Unit	Beverage Business Unit	Industrial Business Unit	Luxury Business Unit	Others
<ul style="list-style-type: none"> • Consumer Electronics Division • Health Care & Beauty Division • Home Enrichment 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

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.

Business Units	Products and Activities
Consumer	Jebesen Consumer distributes quality consumer electronic brands including Casio, Pentax and Dyson.
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 focuses 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 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.

JEBSEN'S BUSINESS



Consumer - Dyson



Consumer - Rio



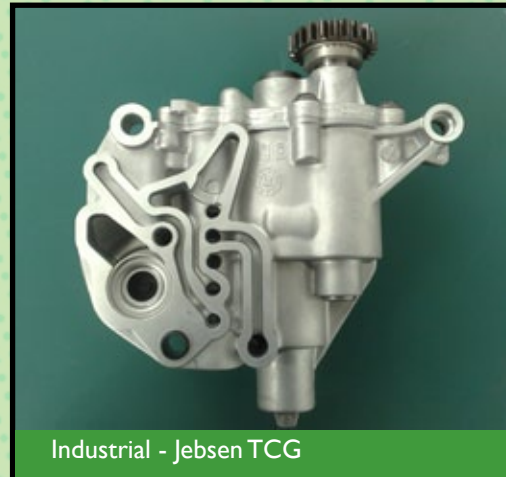
Industrial - Alexa



Beverage - Bollinger



Beverage - Blue Girl Beer



Industrial - Jebesen TCG



Luxury - Porsche



Luxury - Raymond Weil

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...**



OFF

ON

SECTION D

ENVIRONMENTAL CONSERVATION

JOINED THE RACE, TO MAKE THE WORLD A GREENER PLACE

Taking care of the Earth is neither a one-man job nor achievable over night. But a green conscience is being grown. Environmentally responsible behaviour is being encouraged amongst staff, partners, and customers by promoting and supporting reduction of energy consumption, waste production, as well as preservation of nature and wildlife programmes, and the provision of products designed with green features.

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.

ENVIRONMENTAL CONSERVATION APPROACH

Since 2009, Jebsen's focus on the environment has been divided into two areas, Environmentally-Friendly Products and Environmental Management. But in 2012 the systematic approach to carbon audit was fine tuned, continuous improvements were achieved through carbon reduction acts, for the first time all emissions were offset, and a partnership with a preservation society was formed, leading to a need of expanding the environmental focus even further.

ENVIRONMENTAL CONSERVATION

Environmental Management

- Carbon audit
- Carbon reduction
- Carbon offset

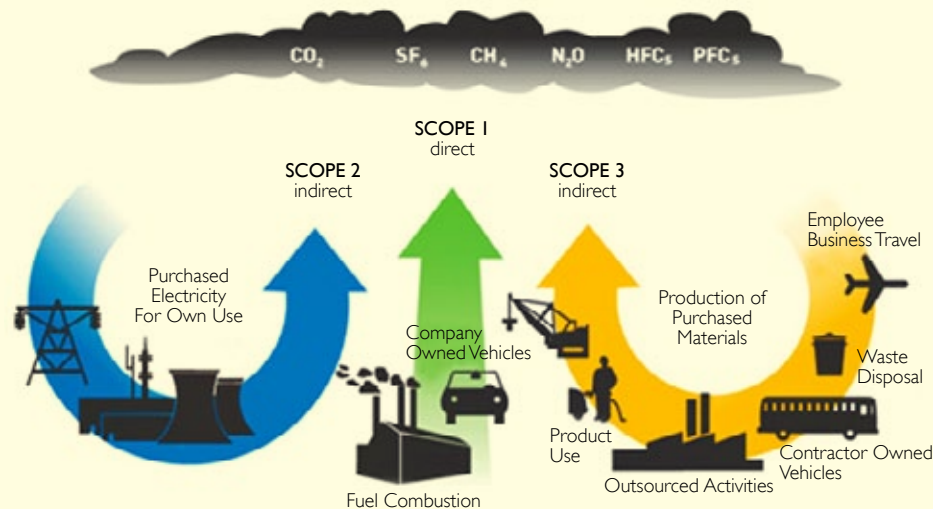
Environmental Preservation

- Partnering sustainable preservation organisations
- Distribution of green products

ENVIRONMENTAL MANAGEMENT

A. CARBON AUDIT

Last year a carbon audit 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. And with quarterly carbon audit reviews, energy reduction areas are discovered.

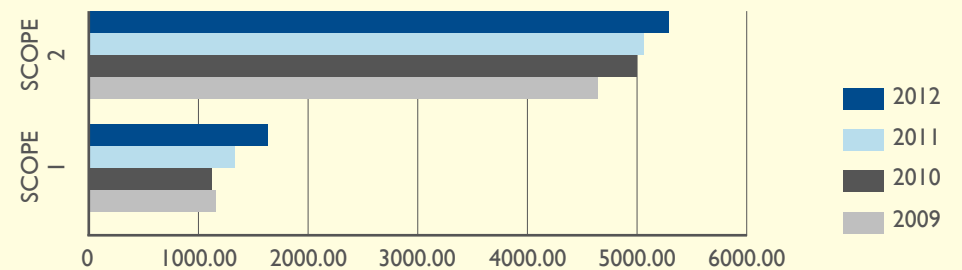


According to the latest verified carbon audit report, the total carbon emission of Jebson Group was 6,925.75 tonnes CO₂-e in 2012. Compared to 5,792.51 tonnes CO₂-e in 2009, base line year, the overall emissions has increased due to substantial increases in business activities. As previous years the measurement scopes covers all Jebson's direct and indirect controlled carbon emission in Hong Kong, Macau and Mainland China facilities.

Hong Kong & Macau are again the regions with the slightly higher emission (30.48%), followed by Guangzhou (29.12%), Beijing (22.30%) and Shanghai (18.10%) in 2012.

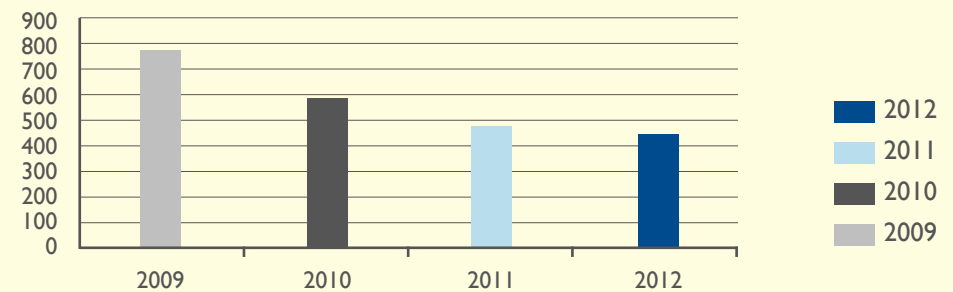
Carbon Emission Between 2009 and 2012

Total Emissions in tonnes CO₂-e



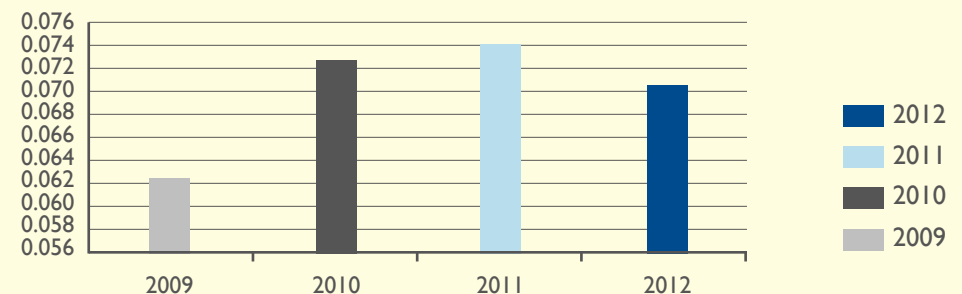
Carbon Emission by Revenue

Total (tonnes CO₂-e/Bn HKD)



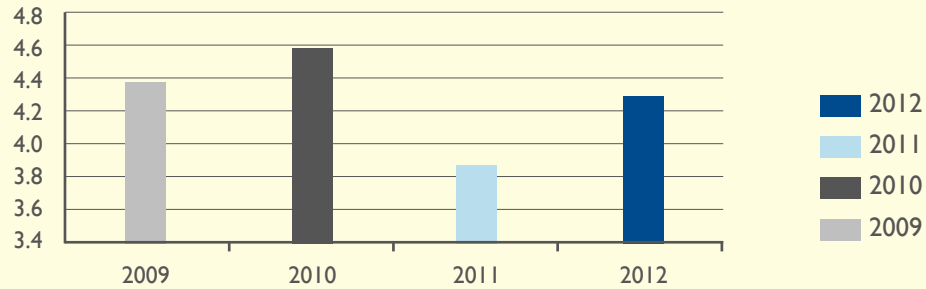
Carbon Emission per Square Metre

Total (tonnes CO₂-e/sq.m)



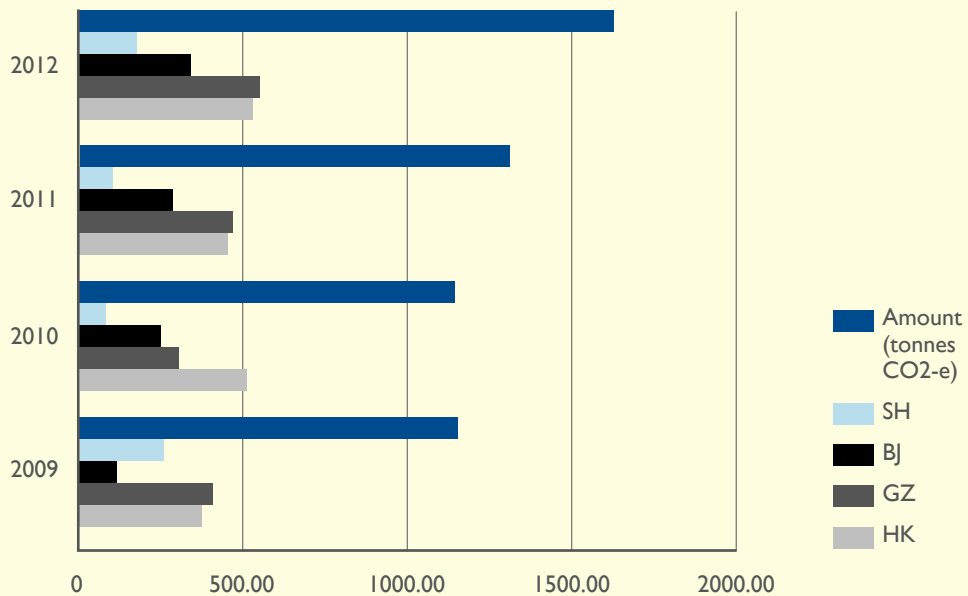
Carbon Emission per Employee

Total (tonnes CO₂-e/capita)



Total Fuel Consumption 2009 to 2012

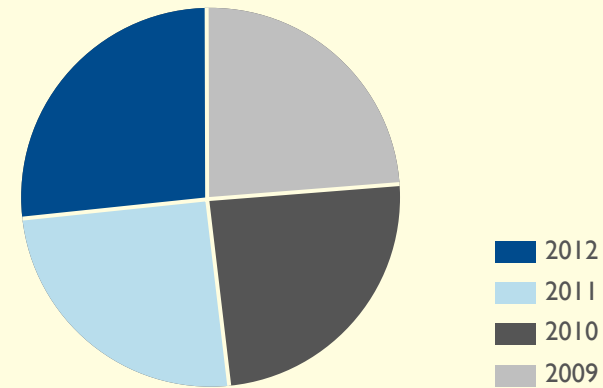
Mobile combustion contributed to 24% of Jebsen's total carbon emissions in 2012



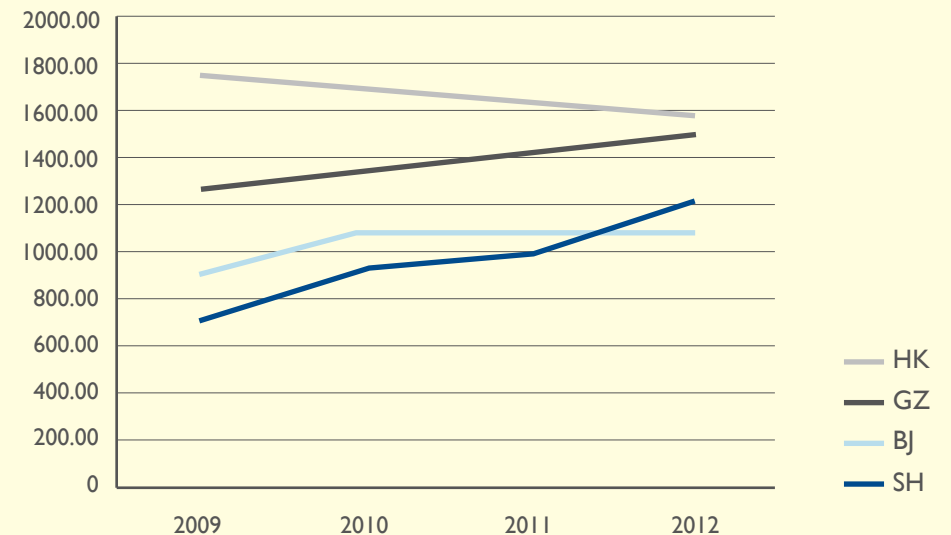
Total Electricity Usage by Region

76% of our emissions in 2012 derived from our electricity usage.

Total Electricity Usage



Electricity Usage by Region



B. CARBON REDUCTION ACTS



Initiated in 2011, retrofitting of lights has been a top priority for the Group to reduce energy consumption. In 2012, 488 spot lights were changed to LED in Hong Kong facilities saving approximately 80 per cent electricity after instalment. LED lighting can last 10 times longer than traditional halogen lamps on average, 30,000 hours versus 3,000 hours, and is a good long term investment for saving energy and cost. Every newly established facility has since been fixed with LED lights, some with motion sensors, while centralised multifunctional printers and copiers have been installed for energy reduction purposes. This will be the ongoing practice for future expansions.

The Green Office initiative was re-launched in Hong Kong, providing the offices with a new green sheen of energy reducing labels and eye-catching reminders for facilitating staff awareness and change. Awareness is spreading and participation in environmental initiatives such as the WWF Earth Hour and No Air Con Nite has been met with an abundance of support from enthusiastic colleagues.

C. CARBON NEUTRALITY

Jebsen achieved carbon neutrality with a zero carbon footprint in 2012.

Carbon emissions have been offset by investing in two green Climate Friendly projects. The Siam Cement Biomass Project is one of them, and involves the modification of five cement factories in Thailand to use renewable biomass fuel instead of harmful fossil fuel. Now the five cement plants convert rice husks, wood-pressing residues and other agricultural waste into electricity, which is much less damaging to the environment.

Project snapshot

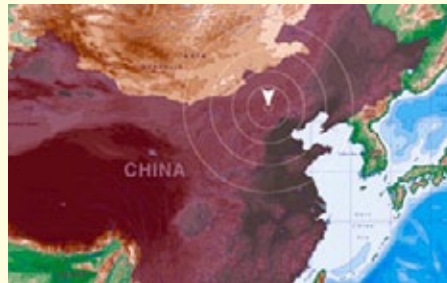
Name	Siam Cement Biomass Project
Location	Saraburi, Lampang, and Nakhon Si Thammarat Provinces, Thailand
Type	Biomass
Emissions prevented	600,000 tonnes of CO ₂ e per year
Standard	Verified Carbon Standard (VCS)



The second project is the Chongli Qingsanying wind farm in Hebei Province, with 58 wind turbines reducing the dependence on fossil fuel. The combustion of fossil fuel is considered to be the largest contributing factor to the release of greenhouse gasses into the atmosphere. In fact there are many types of harmful outcomes which result from the process of converting fossil fuel to energy: air pollution, water pollution, accumulation of solid waste, not to mention land degradation and human illness. Wind on the other hand, as a natural source of energy, causes no harmful emissions.

Project snapshot

Name	Chongli Qingsanying Wind Project
Location	Chongli County, Zhangjiakou City, Hebei Province, China
Type	Wind
Emissions prevented	108,000 tonnes of CO ₂ e per year
Standard	Verified Carbon Standard (VCS)



For more information on Climate Friendly please see:
www.climatefriendly.com



ENVIRONMENTAL PRESERVATION

A. ENVIRONMENTALLY-FRIENDLY PRODUCTS

Jebsen represents companies worldwide to introduce their environmentally-friendly products to markets in this part of the world.

This year Jebsen Building Products have again added more green products to the extensive product portfolio and participated in several major projects in the public sector in Hong Kong:

Here are selected examples of the applications made possible by the environmentally-friendly products marketed during the 12-month period.

• Water Saving Solutions for Commercial and Private Sectors by Keramag

KERAMAG



Sanitary Ceramic

- Sanitary ceramic by Keramag can be recycled.
- The innovative KeraTect® glaze helps reduce use of cleaning materials and protect the environment in the long term.

Water Closet

- In comparison to standard 6 litre WCs, the 4/5 litre WCs save water with every flush, regardless of use behaviour.

Cistern with Dual Flush

- Cisterns with integrated dual flush consume just 3 litres of water for each short flush.

Urinal

- Keramag urinals can be flushed with 0.5 to 2 litres of water.
- For commercial and business use, Keramag even offers two fully waterless urinals with optimal hygiene results.

• Water/Energy Efficiency + Innovative Technology by iqua

The “ultra” **Sensor Tap** maximises water efficiency saving up to 70 per cent in water consumption by only dispensing water when the sensor detects a user, automatically regulating water flow, and eliminating wasted flow. The “ultra” Sensor Tap has patented technology that uses solar battery as power supply, thereby reducing energy used. It is registered under the ‘Voluntary Water Efficiency Labelling Scheme’ by the Hong Kong Government Department and rated as Grade 1 - the most water efficient water tap.



• Waterless Systems by iqua

The **Waterless Urinal System** reduces water consumption down to 0 litres, so no waste water treatment is required. No energy is then needed to treat and pump water, resulting in lower utility charges, improved restroom hygiene, and decreased fixture maintenance.

Green projects in 2012

In recognition of Jebsen’s capability to provide quality green products, Jebsen Building Products have completed several green projects including hospitals and universities.

Project Title	Green Product Installed	Eco-friendly Features	Status
Zero-carbon Building by Construction Industry Council*	<ul style="list-style-type: none"> • Exterpark hardwood decking system • Buzon screwjack pedestal • Inflector see-through window insulation system 	<ul style="list-style-type: none"> • FSC certified timber floor covering (Exterpark) • Screwjack pedestals made by 100% recycled materials (Buzon) • Window insulation system minimises heat gain through window and maximizes indoor energy efficiency (Inflector) 	Completed
Quarry Bay Hoi Yu Street Temporary Promenade*	<ul style="list-style-type: none"> • Exterpark exterior timber decking and proprietor pedestal system 	<ul style="list-style-type: none"> • Certisource certified timber sourced from sustainable plantations in Southeast Asia (Exterpark) 	Completed
Yau Ma Tei Red Brick Building*	<ul style="list-style-type: none"> • Exterpark hardwood decking • Buzon screwjack pedestal 	<ul style="list-style-type: none"> • FSC certified timber floor covering (Exterpark) • Screwjack pedestals made by 100% recycled materials (Buzon) 	Completed
North Lantau Hospital	<ul style="list-style-type: none"> • Iqua sensor tap • DVS WC flush systems 	<ul style="list-style-type: none"> • Water saving feature which eliminates wasted flow and cut water consumption (Iqua & DVS) 	Completed
Centennial Campus, The University of Hong Kong	<ul style="list-style-type: none"> • Iqua sensor tap • DVS urinal sensor flush valve • DVS dual flush cistern 	<ul style="list-style-type: none"> • Water saving feature which eliminates wasted flow and cut water consumption (Iqua & DVS) 	Completed
Cruise Terminal	<ul style="list-style-type: none"> • Iqua sensor tap • Iqua urinal sensor flush valve • Dual flush cistern 	<ul style="list-style-type: none"> • Water saving feature which eliminates wasted flow and cut water consumption (Iqua) 	Under construction

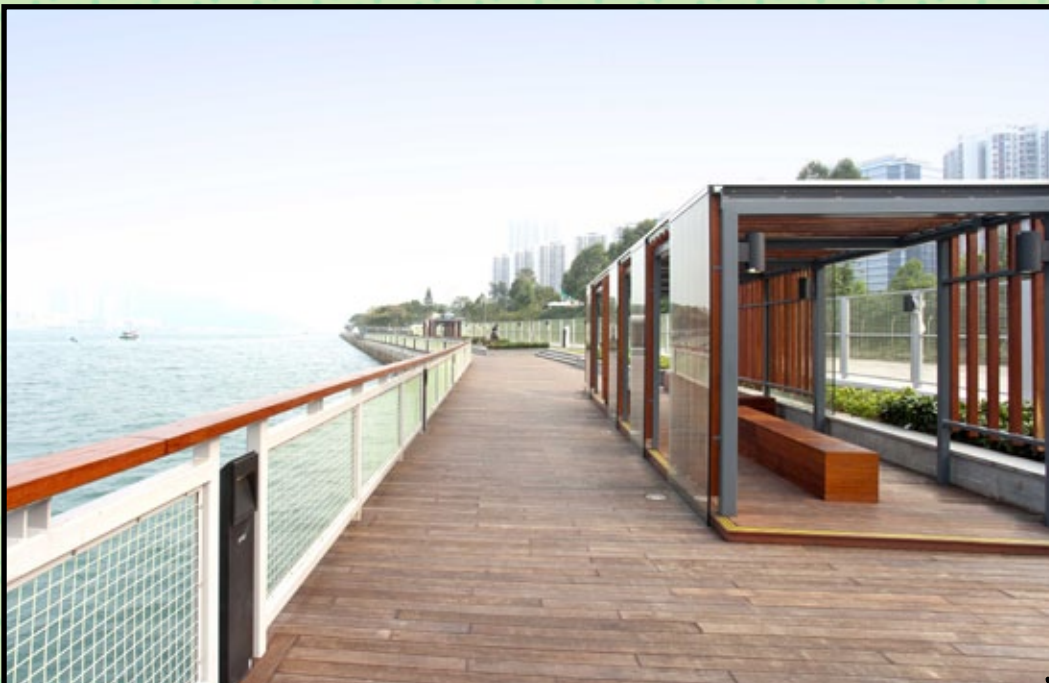
ENVIRONMENTAL CONSERVATION



Zero-carbon Building by Construction Industry Council



Yau Ma Tei Red Brick Building



Quarry Bay Hoi Yu Street Temporary Promenade



North Lantau Hospital

B. PARTNERING WITH CERS FOR NATURE PRESERVATION

In 2012 Jebson became a corporate partner of the China Exploration and Research Society (CERS) whose mission is to enrich the understanding of cultural and natural heritage through explorations, research, and conservation.

CERS are committed to China's remote regions and implement projects that conserve nature and culture in a sensitive and equitable manner. One of CERS recent and successfully launched expeditions defined the source of the Salween River and another recent expedition conducted cave exploration in Yunnan where CERS discovered a new blind fish species.

CERS has been involved with culture preservation for over two decades, designing and implementing culture projects which sometimes involve entire local communities preserving both material and intellectual culture. Concrete culture is also preserved through architectural restorations and harnessing the intellectual abstract culture by collecting and documenting ethnic music and legends. For more information on CERS please see:

www.cers.org.hk



C. GREEN INITIATIVES UNDER JEBSEN INDUSTRIAL

Green Seminars

Jebsen Industrial held another successful Green Energy Seminar on Mar 31, 2012 at Sing Yin Secondary School in Hong Kong to cover eco solutions such as wind power, photovoltaic and solar thermal applications.

Sing Yin Secondary School is a showcase project to demonstrate what can be accomplished by combining renewable energy and architectural beauty. Several school principals and teachers were invited to attend the seminar so that they can be encouraged to become eco-friendly by using renewable energy.



Participants At Eco Solutions Seminar



Solar Power Panel On Top of School Building

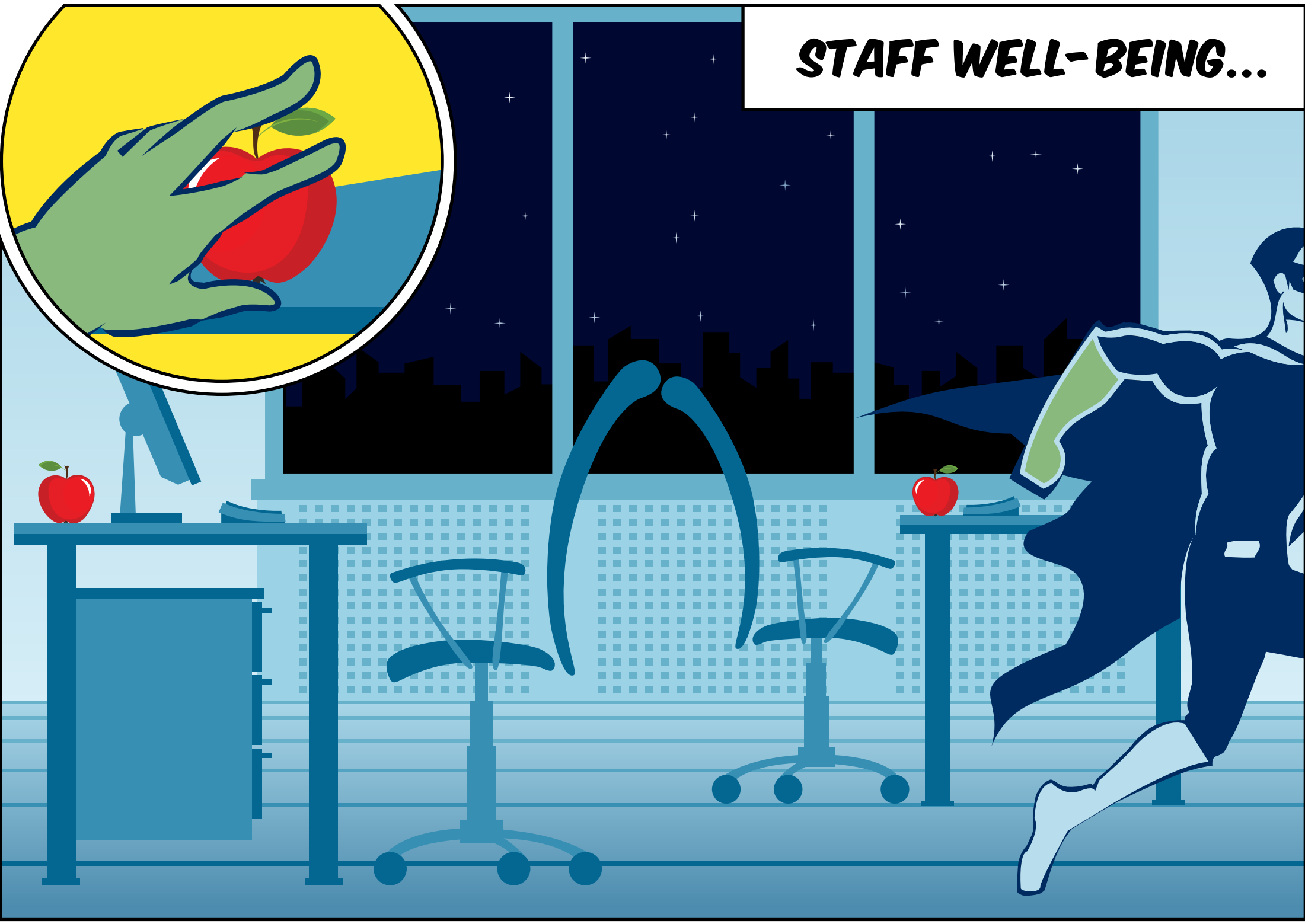


Participants Joining A Site Walk

Setting Up The Cleantech Department

The new Cleantech Department was set up in Aug 2012 to tap into the fledgling market of green technology in China. Currently the Cleantech Department is representing TMIP in China to provide turn-key solutions with absorption plants that are applicable in sludge incineration plants, distillation and incineration in pharmaceutical plants and hazardous waste incineration plants.

STAFF WELL-BEING...



SECTION E

STAFF WELL-BEING

LEAVE SOME HAPPINESS FOR YOURSELF

At Jebsen, employees are like family. Just as investments are made in its ongoing business, the Group also invests in the happiness, well-being and development of staff.

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.

STAFF WELL-BEING MANAGEMENT APPROACH

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

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

- Jebsen Recreation Club, organising recreational outings and activities, benefitting over 1,000 participants in 2012.
- Lunchtime seminars that focus on healthy mind, body, and soul to ensure work life balance, reaching close to 1,000 participants in 2012.



Jebsen Recreation Club Highlights in 2012



Yoga
Class 1 – 4

Soccer
Friendly Match 1



Yoga
Class 5 – 8

Soccer
Friendly Match 2

Hoi Ha Wan
Marine Eco Tour



Yoga
Class 9 – 12

Thai Boxing
Class 1 – 2

Corporate
Game 2012
- Football 1

Cookery
Class 1



Outward Bound Adventure Race



Soccer
Friendly Match 3

Dragon Boat Race
Training 1 – 3

Thai Boxing
Class 3 – 5



Dragon Boat Race
Training 4 – 7

Corporate Game 2012
- Bowling



Corporate Game 2012
- Football 2 – 3



Cookery Class 2



Soccer
Friendly Match 4

Dragon Boat Race
Training 8 – 10

Tuen Ng Love
and Care Visit



Dragon Boat Race 2012



Soccer
Friendly Match 5 – 6

Corporate Game 2012
- Tennis 1 – 2



Soccer
Friendly Match 7

Corporate Game 2012
- Tennis 3



Thai Boxing
Class 6 – 7

Outward Bound Multi-Race 2012



Thai Boxing
Class 8 – 10

Corporate
Game 2012
- Distance Run
Competition

Raleigh
Challenge
- Wilson Trail

Sai Kung
Outdoor
Autumn Day
Camp 2012



Thai Boxing
Class 11 – 14

Cookery
Class 3 – 4



Thai Boxing
Class 15



Snake Fest 2012

Lunchtime Seminars Organised in 2012

JAN

How to Maintain Good Relationship in Workplace

FEB

Draw The Rainbow -
Draw My Rainbow of My Life

MAR



Happy or not? It's up to me!



Low Carbon, Happy Life

APR

ORBIS Lunch Seminar

MAY

ORBIS Lunch Seminar

JUN

The Way to
Successful
Job Search
and Work
for Family
Members
of Jobsen
EmployeesTips for Having
a Good Sleep

Chinese Massage

Tips for
Office HealthcareGansu ORBIS Field Trip -
Lunch Sharing Seminar

JUL

Mindfulness Training

Earning Trust Wisely

AUG

How to Maintain Good Relationship in Workplace

SEP



Lunchtime talk for Mid-Autumn Festival

OCT

Spinal
and body
Massage
(Work-Life
Balance Day
2012)Chinese Medicine Beauty
Treatment (Work-Life
Balance Day 2012)Be a Healthy Traveller
(Work-Life Balance
Day 2012)

NOV

My Gen-Y
ColleaguesDepression in the Elderly:
Recognize the Signs
and Find a Treatment
That WorksStress Management:
How to Reduce, Prevent
and Cope with StressGansu ORBIS Field Trip -
Lunch Sharing Seminar

DEC

Stress Management: How to Reduce, Prevent and Cope with Stress



PHILANTHROPY...

SECTION F

PHILANTHROPY

FIND INNER STRENGTH TO SPREAD A LITTLE KINDNESS

At the corporate level, the Group engages the community through a series of donations. That however does not stop individual employees to play their part in contributing to meaningful causes by directly joining charity events, field trips and item donation drives.

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.

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 engagement that builds a giving culture.
- Sustainability of the sponsored projects.

Jebsen Fund-Raising and Volunteering Activities in 2012



Helping Hand's
"Healthbank Cookie
Campaign 2012"



2012 Walk for Millions



Lunar New Year Visit to Elders in Tuen Mun

MAR



ORBIS Walk for Sight 2012



Food Bank

Skip Lunch Day 2012

MAY

Oxfam Rice Sale 2012

ORBIS Plane Pendants Sale



ORBIS donation drive for ORBIS fieldtrip

JUN

First ORBIS field trip

The Community Chest Green Day 2012

JUL

Senior Citizen home Safety Association Flag Day

AUG

ORBIS Mid-Autumn Charity Sale

SEP

Visit Senior Citizen Home Safety Association

Hong Kong No Air-Con Night 2012

Beach Clean-up Day

The Community Chest Dress Casual Day 2012



Mid Autumn Elderly Visit to Nai Wai

OCT

ORBIS Charity Gala sponsorship

ORBIS donation drive for ORBIS fieldtrip

NOV



International Day of Disabled Persons 2012



2012 Walk for Millions



ORBIS Walk for Sight 2012



Walk for Nature @ Mai Po 2012

DEC

Love Teeth Day



Care for the Elderly Christmas Party



Progress made in Jebsen-ORBIS partnership

It is Jebsen's second year into the five-year partnership with international not-for-profit organisation ORBIS. Through "Project Morning Star" established with Jebsen, ORBIS has been working un-relentlessly to improve eye health conditions for the underprivileged in Mainland China. By the end of 2015, Jebsen's 120th anniversary, "Project Morning Star" will have:

- 12 promising eye doctors receive fellowship for overseas education;
- 120 and more paediatric and adult patients receive subsidised 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;
- 1200000 eye patients eventually enjoying reliable and affordable services through the well established system.

ORBIS Field Trips

One of the highlights of Jebsen's CSR commitments in 2012 was the staff field trips made to "Project Morning Star" sites in Gansu province. Colleagues volunteered their hearts and time to gain a better understanding of what ORBIS does and lent a helping hand to fight blindness. These trips, held separately in May and November involving about 20 employees, were life-changing and all the volunteers brought back a new perspective.

"WHEN I SEE THE PROBLEMS THAT THESE CHILDREN FACE, ALL OF MY OWN PROBLEMS BECOME VERY SMALL." – Ms Kim Chan, Jebsen Consumer



"WE SHOULD NEVER LET GO OF WHAT WE HAVE EXPERIENCED IN GANSU." – Ms Jennifer Kho, Jebsen Beer



• Establishing A Comprehensive Eye Care Network in Gansu Province

With the support of “Project Morning Star” in 2012, close to 300,000 eye screenings were conducted and 900,000 people were educated about eye care and its importance in Gansu province. Thanks partly to Jebesen’s involvement, more than 6,000 eye surgeries took place, and nearly 12,000 people received eye treatment.

“Project Morning Star” has also made it possible for the Gansu Provincial Rehabilitation Hospital (GPRH) and 13 branch centres (seven new to join in 2012) to form a strong eye care referral network. New Initiatives include community-based school screenings, distribution of educational material, public awareness campaigns for blindness prevention, as well as intensive training for local doctors, nurses and rural healthcare workers.

A key highlight was the second hospital-based congenital cataracts programme organised in Aug 2012. Local doctors from GPRH were trained by experts from the University of Hong Kong Li Ka-shing Medical Faculty. After this training facilitated through Project Morning Star, these doctors are now fully capable of performing advanced medical treatments and complex cataract surgeries for local patient in need.



• Helping Children In Eye Care in Guangdong Province

CREST, a new initiative partly funded by “Project Morning Star”, was inaugurated in Aug 2012 with the mission of developing a comprehensive paediatric eye care network. This network is to increase availability and sustainability of paediatric eye care in Guangdong province at 10 county level hospitals.

The network branch centres will help the general public in need of eye care services through outreach activities at community centres, schools and kindergartens. Jebesen’s funds go toward providing quality medical and surgical treatment of refractive errors, strabismus, cataract, glaucoma and diabetic eye diseases.

In 2012, clinical training and medical treatments were intensively conducted across the province. County level medical staff members were trained to deliver high-quality treatment at county villages, reaching many more patients than they could provide direct help to.



ORBIS Donation Drives

Jebsen staff across all regions worked together to donate school supplies, toys, clothes, hygiene products, and medical supplies for the children and health clinics that volunteers visited during the ORBIS field trips in 2012. Close to **12,000** items were donated.



ORBIS Flying Eye Hospital Visit

On June 19, senior directors and selected Guangzhou colleagues boarded the unique Flying Eye Hospital to understand how ORBIS organises sustainable projects and carry out eye surgeries onboard the plane.



ORBIS Auction Charity Gala Sponsorship

On Oct 14, ORBIS held their annual Through Your Eyes Charity Gala, hosting 200 of their independent donors who collectively gave RMB 3.9 million toward establishing the third-generation Flying Eye Hospital and sight saving programmes in Mainland China. For the second consecutive year Jebsen sponsored the wine for the gala dinner and an exclusive auction item.



SECTION 6

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.

SECTION H

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Awards and recognition	2.10

	GRI G3 Indicators*
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Reduction in Energy consumption <ul style="list-style-type: none"> • Direct energy • Indirect energy 	EN3, EN5 EN4, EN5
Waste and hazardous waste treatment <ul style="list-style-type: none"> • Main Offices • Jebsen Motors • Jebsen Logistics 	(EN22) (EN22), EN5 (EN22)

	GRI G3 Indicators*
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Health & safety management approach	Disclosure on Management Approach: Labour Practices & Decent Work
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Equal opportunities at workplace	Disclosure on Management Approach
Staff Well-Being Survey	
Workplace Improvement	

	GRI G3 Indicators*
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* indicators in brackets () are only partially covered.

APPENDIX A

LIST OF PARTICIPATING COLLEAGUES

CSR TASKFORCE

Darren How	CSR Champion and Philanthropy Head
Vincent So	Environmental Conservation Head
Patricia Luk	Staff Well-Being Head
Helena Trampe	CSR Executive

ENVIRONMENTAL CONSERVATION WORKING GROUP

Michelle Yau	Group Services
Richard Cheng	Group Services
Denver Ho	Group Services
Li Ka Keung	Consumer
Ken Cheng	Industrial
Donny Ho	Beverage
Leo Tam	Luxury
Leo Chow	Logistics
Clan Hung	Building Products

PHILANTHROPY WORKING GROUP

Coco Liu	Group Services
Priscilla Hu	Group Services
Mandy Duan	Group Services

STAFF WELL-BEING WORKING GROUP

Manny Cheuk	Group Services
Kary Ko	Group Services



THIS CAN BE YOU