



# MOMENTS



JEBSEN

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## Reimagining Learning through Sound

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Jebesen Group's partnership with InspiringHK Sports Foundation touches young lives

# TRANSFORMING FOR THE FUTURE



# TRANSFORMATION IS A CHOICE

Change is inevitable. It takes place all around us, whether we like it or not. In some instances, change comes at us like a tidal wave. We can let it wash over us, leaving us stranded in its wake, or we can choose to transform ourselves so that we are prepared to ride, and benefit from, the changing waves.

For Jebsen Group, the choice is clear.

Our 'Mackerel' spirit drives our sense of entrepreneurship. Throughout our storied history, we have survived and thrived because we never stand still in the face of change. Like the humble mackerel, we are always moving, learning to ride the waves as we seek our next opportunity.

That is not to say that transformation is easy. True transformation happens from deep within. It challenges us to accept that what works now may not work in the future. And even though we do not know what tomorrow holds, the events of the past two years have taught us that it will look fundamentally different from today.

We have embarked on a business transformation journey to better position ourselves, and our people, to achieve Vision 2025 and beyond. We envision a Jebsen Group that is agile and responsive to market changes, even as we remain highly productive and effective in how we work.

Our latest partnership with tonies®, the innovative German audio toymaker, marks another step in our transformation from a distribution leader to a bona-fide brand builder. With Jebsen Capital and Jebsen Consumer combining forces to



Hans Michael Jebsen  
Group Chairman

provide investment, strategic market entry guidance and effective marketing outreach, we are helping tonies® build its presence in the growing Asia Pacific region via its Hong Kong debut. Read about the partnership on page 3.

After 18 months of strategic brand rejuvenation efforts, the Jebsen Beer team has given Blue Girl, our iconic premium lager, a modern makeover in a highly successful campaign this past summer. Unveiling a refreshed logo that sports a touch of classic gold and a new brand ambassador in Hong Kong pop personality Edan Lui, Blue Girl's omnichannel campaign — spanning TV commercials, outdoor activations, and social media engagements. Learn more about page 6.

Looking to the future, the success of our plans and programmes will rely heavily on our ability to capitalise on data. Viv Chan, who joined us earlier this year as Digital Transformation Director, shares what "digital-first" means to him and why he believes mindset comes before skillsets and toolsets. Please read his insights on page 10.

While we work hard to transform ourselves for the future, we also want to bring others along with us. Our community spirit remains strong, especially in uncertain times. We donated almost HK\$15 million to charities in Greater China over the past 12 months. This includes our partnership with InspiringHK Sports Foundation, which we embarked on in 2020 to commemorate our 125<sup>th</sup> anniversary. Discover how we are uplifting young lives through sports and sportsmanship on page 8.

**Everything that we do at Jebsen Group is made possible by our people. Please allow me a moment to express my appreciation. To all our employees, thank you for choosing to share our purpose and passion, and for driving our Group forward every single day.**

# REIMAGINING LEARNING THROUGH SOUND

Jebsen Group brings tonies®, the globally popular 'edutainment' audio toy for children, to Hong Kong, supporting the German partner's first step into the Asia Pacific region.



## tonies®

In the region of Germany, Austria, and Switzerland, every second child owns a Toniebox. The padded musical storybox contains an award-winning, intuitive audio system, and is paired with hand-painted figurines, called Tonies, that can be placed on top of the box to bring music, songs, and educational content to life.

This immersive, wondrous experience, which has delighted millions of children worldwide, made its Asia Pacific debut in October 2022, thanks to an exclusive marketing and brand partnership between tonies® and Jebsen Group.

The relationship dates back to 2020 when Jebsen Capital, the Group's in-house asset manager, invested in tonies®. Even at that time, it was already clear that tonies® had immense market potential. Now, leveraging the Group's capabilities in brand-building and Jebsen Consumer's track record in consumer electronics, the two companies have taken the relationship a step further.

"We saw the success of Toniebox in other parts of the world and believed it offers a special value to the parents and kids here in Hong Kong," said Alfons Mensdorff-Pouilly, CEO of Jebsen Group.

## From storytelling to story-listening

tonies®, formerly known as Boxine, was founded in Germany by Patric Faßbender and Marcus Stahl, who

designed tonies® for children to experience storytelling in a digital age in a way that stimulates their imagination while being fun and educational. The wireless, screen-free experience brings back imagination in its purest form, voiced by well-loved characters from Peppa Pig, Minions, and Disney® favourites like Frozen, Lion King, Toy Story, and Mickey Mouse.

Once the beautifully hand-painted figurine is placed on top of the Toniebox, the adventure begins!

Imagine Simba from the Lion King, proudly perched on the cliff's edge and sharing how he restored light to the Pride Lands, or Frozen's Princess Elsa recounting how she saved the kingdom before singing her signature tune, "Let it Go".

Since its launch in 2016, close to 4.1 million Tonieboxes and 51 million Tonies have been sold globally. According to child psychology, listening to stories can help children enhance their imagination and creativity. It is also an ideal language training activity for children, helping them to acquire knowledge and vocabulary while combining learning through play to successfully achieve "edutainment".

The international acclaim that tonies® currently enjoys is further backed by multiple awards, including the 'Best of the Best' Deutscher Gründerpreis 2019, Disney® Creative Award 2020, Germany iF Product Design Award, the United Kingdom Progressive Preschool Winner, and more.





### Setting Sights on Asia

tonies® foray into Hong Kong is the second step in its internationalisation strategy, which began in earnest in 2018. With its products now welcomed across Europe and the United States, the company is eager to build a presence in the burgeoning Asia Pacific region.

“**Our vision is for Tonieboxes to become an integral part of the lives of more and more children around the world. We are really proud to bring our beloved tonies® to Asia, a new and diverse cultural environment. We know that there are many fans in Hong Kong already as parents highly appreciate our screen-free and educational approach. We are also convinced that children in Hong Kong will love our products,**” said Mr Faßbender.



tonies® chose Jebsen Group as their trusted marketing and distribution partner for Hong Kong as they understood that Jebsen’s brand-building expertise in Greater China and strong network throughout the region would be essential for a successful market entry to Asia Pacific.

### Creating Bespoke Partnerships

Together, the partners have developed tonies®’ first distribution-entry-model for a market with a streamlined and efficient delivery approach. This will be fronted by Jebsen Consumer, which has been enriching lives by distributing premium international brands for over 40 years.

“**We at Jebsen are proud to be the brand’s trusted partner for market entry and distribution in Hong Kong as its first step into the Asia Pacific market. We see great growth potential and strong demand here which we look forward to fulfilling with our newly developed approach to introduce and grow the tonies® brand in Asia,**” said Mr Carsten Brenker, Managing Director at Jebsen Consumer.



With the partnership finalised, tonies® joins Jebsen Consumer’s portfolio of high-quality lifestyle products such as CASIO watches and calculators, as well as consumer electronics, healthcare, beauty, and home living.

Disney® characters are available. The partners have also curated educational content and “Creative Tonies”, which allow parents to record their own content or customise their child’s experience using digital content from the mytonies library.

In early October 2022, the products were sold exclusively at J SELECT, Jebsen Group’s own Hong Kong retail concept, as well as selected Toys”R”Us stores. Now they are also available via other retail partners.

For the Hong Kong market, a wide range of English-language Tonies focusing on famous and beloved



# TASTE THE REAL MOMENT

Jebsen Group's Blue Girl unveils a refreshed brand identity and pairs up with popular Hong Kong idol Edan Lui to delight consumers all summer long.

As the summer heat descended upon Hong Kong, Blue Girl, the premium lager by Jebsen Group, kept spirits up with a fresh new campaign.

Together with new brand ambassador Edan Lui, a member of popular Hong Kong idol group Mirror, Blue Girl invited consumers to "Taste the Real Moment". Whether at home, on the street or online, consumers met the brand's largest campaign ever through TV commercials, outdoor billboards, Facebook and Instagram engagements, and even a Blue Girl Kombi Van with mobile pop-ups throughout the city.

The campaign encapsulated over 18 months of strategic brand rejuvenation efforts.



“Blue Girl has been the market-leading lager in Hong Kong for 15 consecutive years. Her appeal is timeless but, as our consumers’ needs and preferences evolve, we saw an opportunity to refresh her image. We made a subtle but significant change to the Blue Girl logo so that it is still instantly recognisable but uplifted with a classic gold accent that reflects our long heritage and modern relevance,” revealed Mr Gordon Lo, Head of Brand and Digital Marketing, Jebsen Beer.

**BLUE GIRL®**  
IMPORTED PREMIUM BEER



“To take this up a notch, we partnered with Edan Lui as Blue Girl's new brand ambassador. Despite his massive popularity, like Blue Girl, Edan is authentic and approachable. He has an easygoing demeanour that puts him at ease in any situation, which is similar to Blue Girl's versatile appeal. In terms of both style and substance, the two are a perfect fit.”

## Delighting drinkers everywhere

Blue Girl's latest campaign is also her largest ever, running in two phases between May and September last year.



The brand first made a splash with a fun TV commercial featuring Edan and his friends enjoying Blue Girl in a variety of settings, supported by a large-scale outdoor media activation that involved over 100 photo-taking spots and giant billboards.

A Blue Girl Kombi van traversed the island city, setting up mobile pop-ups that further tickled the tastebuds with limited edition Blue Girl X Edan postcards. Fans also received a limited edition Blue Girl X Edan beer glass for purchasing Blue Girl in convenience stores. This quickly became a mini social media sensation, with fans sharing their collections online.

The campaign's second phase built on this momentum, releasing a second TV commercial and two social media videos to delight fans further. A reward programme, "Earn & Get Mega Rewards with BLUE GIRL x EDAN LUI" was also introduced to thank supporters.

From 25 July to 4 September 2022, Club BG members earned 1 BG point for every HK\$30 spent on Blue Girl at retailers, online stores, supermarkets, restaurants and bars. These points then enabled them to redeem limited edition



BLUE GIRL x EDAN LUI gifts of their choice, ranging from Taiwanese mahjong sets, beer dispensers, and deluxe poker sets, all featuring Edan's autograph. Club BG, which is Blue Girl's membership programme, recorded a 75% surge in new members during this period.

Blue Girl's highly successful summer campaign enabled it to reach 2.7 million

people and claim a record-high market share in July 2022. Jebsen's investment into rejuvenating the Blue Girl brand has also paid off with Blue Girl winning the "Best-In-Class Beer Brand of The Year" at Hong Kong's Most Outstanding Service Awards 2022 – proof that Jebsen Beer's strategic decision to refresh the well-loved, market-leading brand was spot on.

# INSPIRING THE YOUNG

Jebsen Group's five-year collaboration with InspiringHK Sports Foundation is shaping young lives and seeding social transformation.



In 2020, in commemoration of Jebsen's 125<sup>th</sup> anniversary, the Group entered a five-year partnership with InspiringHK Sports Foundation and established the "Jebsen InspiringHK! Long-term Sports Training Programme". It aims to support long-term sports training programmes and promote grassroots sports development.



InspiringHK Sports Foundation is a Hong Kong-based charity organisation founded in 2012, with a mission to nurture youths' development through professional sports training, learning experience programmes and advocacy activities. The non-profit organisation works to promote social mobility, gender equality, social inclusion and healthy living — areas that fully align with the Group's own values.

**The Group made a HK\$10 million pledge from 2020 to 2025 —amounting to HK\$2 million each year—to sponsor 20 long-term professional sports training courses, comprehensive health programmes, community sportsmanship promotion days and corporate volunteer participation and collaboration initiatives. This is expected to benefit about 2,200 low-income students every year.**

Thanks to the "Jebsen InspiringHK!" partnership, InspiringHK was able to receive dollar-to-dollar matching funds from the Hong Kong Social Welfare Department's Partnership Fund for the Disadvantaged over the past two years, essentially expanding the programme scope and reaching more people.



## Imbibing the spirit of sportsmanship

The "Jebsen InspiringHK!" partnership includes a long-term professional sports training programme that aims to provide underprivileged youth with at least 60 hours of sports training each year. This is in addition to competition and performance opportunities, value-added training activities and continuous learning programmes to cultivate the spirit of respect, perseverance and teamwork.

The 2020-2021 training programme commenced in June 2020 and culminated in a graduation ceremony in August 2021 for a cohort of 255 students. Over the course of the programme, they had participated in 15 long-term physical training classes, including dodgeball, hockey, volleyball, dodge disc, dancing, long-distance running and skip rope-jumping.

## Fuelling girl power

The Group is also one of the founding sponsors of InspiringHK's WELL DUNK! Girls Basketball Programme. It advocates girls' involvement in sports while offering mentorship sessions with leaders from across three specific sectors — sports,

business and technology. As part of the programme, the girls have the opportunity to play in "5 vs 5" friendly matches and participate in a range of social services with corporate volunteers.

Each iteration of the programme lasts 10 months, with 15 girls aged between 13 to 17 on each team. Each participant receives a set of basketball gear including basketball shoes, a training jersey and a personalised competition jersey featuring the sponsor's logo.

For the 2021-2022 programme, which started in September 2021, the Group sponsored one out of four "public housing-based" basketball teams, the Kai Ching Enchanters with funds of HK\$130,000 — and celebrated with them when they took home the championship title in July 2022!

This happened at the final playoffs of InspiringHK's WELL DUNK! Girls Basketball League, where the Kai Ching Enchanters won 46:45. A contingent of

Jebsen employees and their families cheered for the girls, and CEO Mr Alfons Mensdorff was present at the awards ceremony to personally congratulate the champions.

Jebsen-InspiringHK programme now continues with renewed vigour. Plans are already underway for Community Sportsmanship Promotion Day and 'Home Sweat Home' project in 2023, cultivating a healthier lifestyle and bringing positivity to underprivileged families in Hong Kong.



# CONNECTING THE DOTS

Viv Chan, Jebsen Group’s Digital Transformation Director, discusses how the Group is using digital technology and data to build a bridge to the future.



Viv Chan  
Digital Transformation Director

Reporting to Group Chief Operating Officer Mr Alexander Spitz, Viv has been entrusted with the responsibility of facilitating Jebsen’s digital transformation journey.

“**Digital transformation is necessary to support the Group’s larger business transformation goals. I like to think of it as a concerted effort to build digital links that connect the dots across the Group,”** said Viv, referring to the opportunity to share data and insights across different parts of the business.

“The Group’s business has grown and evolved over the past 127 years. In the last 20 years, digital technology has really come into play. It has altered the external environment, raised customer expectations, and intensified the competition that we now face. Technology is an enabler of change so, by the same token, we can use it to our advantage — to become more efficient and effective internally,” he added.

When Jebsen Group started the year 2022, it introduced a new position at the company: Digital Transformation Director.

Viv Chan stepped into this role, bringing with him over 20 years of experience in leading CRM initiatives, loyalty programmes, and e-commerce businesses with a number of well-known retail and consumer goods companies. Prior to joining Jebsen, he was Edgewell Personal Care’s eCommerce Director for Asia Pacific, Middle East and Africa, where he also drove digital transformation.

## Mapping the journey

According to Viv, there are four primary dimensions of digital transformation — mindsets, toolsets, skillsets, and data. His early focus has been on mindset change because, without which, the best tools, training and data would likely fall flat.

This has seen him working in close collaboration with Group HR (GHR) to prepare colleagues to adopt a digital-first mindset. The Digital Academy created by GHR, for example, aims to raise Group-wide digital literacy levels.

The pieces are beginning to fall into place. For Viv, the introduction of the Group-wide digital dashboard in May 2022 is another significant, albeit early, milestone.

“**Digital transformation can sound like an abstract concept. When it takes a tangible form like the digital dashboard, it becomes something that we can put in people’s hands. They are able to experience it for themselves and see how it can benefit them in their daily work,”** he said.

To support the launch of the digital dashboard, Viv ran introductory sessions with different teams over the past few months, helping them understand how to get the most mileage out of the tool. A key point that he espoused during these sessions is that the online business is simply an extension of the offline business.

“**The fundamental rules of business still apply, whether you’re looking at digital or brick-and-mortar. Doing ‘digital well’ is just like doing ‘business well’. You need to be strategy-led and data-driven because the data is here to help. When you think about your business goals, the question to ask is: what does the data say about how best to achieve these?”** Viv said.

## Ready for the next lap

While it has been just under a year, Viv believes that the Group has

made good progress in its digital transformation journey.

“This is a marathon, not a sprint. I think of it as an evolutionary journey. What we have achieved over the past few months is to make transformation visible and accessible with the launch of the digital dashboard. The version that we launched was actually the third iteration of the dashboard and we’re still not done,” revealed Viv.

The Group-wide digital dashboard will form the foundation for more specialised editions that are tailored to the needs of different business lines and functional roles. To date, an eCommerce edition and a CRM edition have already been rolled out.

On the other hand, Viv is working on ONE Analytics — cloud-based self-service dashboards based on ONE Customer database to launch at the end of Q2 2023, showing digital business KPIs that offer visual snapshots of business health in various dimensions. To speed things up, a prototype version of ONE Analytics - called 0.5 - is live now for business lines’ digital teams to experiment with. In his mind, colleagues using these dashboards will become the digital frontrunners who form a community of advocates within Jebsen, spreading data literacy and uplifting colleagues. These collective efforts, he believes, will lead the Group to its digital-first goal — and into the future.



# AN AWARD-WINNING 2022

The dedication, hard work and collective effort of our people have not gone unnoticed. Thanks to their contributions, the Group has won many industry awards and societal accolades over the past 11 months.

With our extraordinary achievements in financial success, corporate social responsibility, people-oriented human resources management, and business reputation in 2021, we were awarded the Enterprise Award at the 2022 DHL/SCMP Hong Kong Business Awards.

This recognition also points to our achievements in Corporate Social Responsibility, underscored by our 15+ years being recognised as a “Caring Company” in Hong Kong. Within their respective industries, our business lines have also recorded impressive results. Motors and J SELECT continued their success this year at the Porsche China and HKRMA awards respectively, while Blue Girl won many accolades for their brand refresh and 2022 summer campaign.

Here's the full list of awards conferred to Jebsen Group as of Dec 9, 2022.

## Overall Business Success

2022 DHL/SCMP Hong Kong Business Awards – Enterprise Award  
Harvard Business Review China New Growth – Pioneering Figure of 2022 (Alfons Mensdorff-Pouilly)

## Motors

Leadership in Energy and Environmental Design – Platinum Certification (Porsche Centre Haining)  
2021 Dealer of The Year (Porsche Centre Hangzhou Westlake)  
2021 Porsche Approved Dealer Group of the Year  
2021 Porsche Approved Dealer of the Year

## Beverage

HK Most Outstanding Services (HKMOS) 2022 – Best in Class Beer Brand of the Year (Blue Girl)  
Markies Awards Hong Kong 2022 – Best Use of SEM Strategy – Bronze (Blue Girl)  
Wellcome Meet the Heroes Top Brands Awards – Top 10 Brands (Blue Girl)  
Marketing Excellence Awards 2022 – Excellence in Loyalty Marketing-Silver (Blue Girl)

## Consumer

HKRMA Quality Service Leader – Seasonal Award (J SELECT)  
2022 HKRMA Top 10 Quality E-Shop Award – Bronze (J SELECT)  
2022 HKRMA Top 10 O2O Retail Brand Award of the Year (J SELECT)

## Brand Strategy

Transform Awards Asia – Best Brand Evolution (Corporate)- Silver  
Digital Impact Awards Asia – Best Digital Rebrand- Silver (Corporate Website)  
Digital Impact Awards Asia – Best Corporate Website- Silver (Corporate Website)

## Technology

2022 Hong Kong Business Technology Excellence Award (API Applications)  
2022 Hong Kong Business Technology Excellence Award (Automation-RPA Applications)  
2022 CIO 100 Award (Brian Chan)

## Environmental

Green Sustainable Development Contribution Award 2022  
Case Study Selected by Chinese Enterprises Low-carbon Transition and High-quality Development Report 2022  
Case Study Selected by Shanghai Foreign Invested Enterprises Green & Low-carbon Development Case Report  
2022 CarbonCare® Champion Label  
2022 CarbonCare® Star Label  
2022 SEAL Business Sustainability Awards-Environmental Initiatives Award

## Social

2021/22 15 Years Plus Caring Company  
China Philanthropy Festival 2022 – Social Responsibility Pioneer Award 2022  
China Philanthropy Festival 2022 – Project of the Year Award (Project Morning Star)

## About Jebsen Group

At Jebsen Group, we build and invest in premium brands that bring new products, services and experiences to the changing consumer in Greater China. A family-owned private company with over 125 years of continuous presence in the region, Jebsen is committed to supporting our partners' needs in building market demand, generating sales, and connecting local customers. As a strategic co-pilot, Jebsen elevates the value of partnering brands and helps them achieve success. Under the master brand of Jebsen, the Group has four Core Business Lines – Motors, Beverage, Consumer and Jebsen Capital. Jebsen offers over 200 of the world's premium brands extensive and specialised local market access. Outside the region, Jebsen enjoys close ties with sister companies in Australia, South East Asia, Denmark and Germany. For more information, visit [www.jebsen.com](http://www.jebsen.com).