



2022-2023 Jebsen Group Sustainability Report



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Message from the Chief Executive Officer

2022 marked an extraordinary year, and global development was challenged by various uncertainties. Non-financial risks have an increasing impact on enterprises in the areas of sustainable development. Issues such as extreme weather, climate warming, protection of employee rights and interests, diversity and inclusion, and well-being of the communities all require businesses to play a more proactive role.

It is against this backdrop that Jebsen Group has taken the initiative to make significant changes, upgrading our sustainability strategy in a holistic way. By integrating our business with the United Nations Sustainable Development Goals, we have defined our five strategic pillars of sustainability – namely “People Oriented”, “Innovation and Excellence”, “Climate Action”, “Community Contribution” and “Corporate Governance”. We have also actively responded

to uncertainties brought by non-financial risks to move definitively towards a sustainable future.

We always put our people first. Talents are Jebsen’s most valuable asset and remain one of the key contributing factors to the success of the Group’s “Vision 2025” strategy. Jebsen Group is committed to creating a diverse and inclusive working environment. We provide employees with learning and development opportunities as well as comprehensive benefits to help them grow and develop. In 2022, Jebsen introduced a new “Nimble Learning Ecosystem” to equip employees for the future of work in a more flexible, practical and progressive manner. We launched our “Insight-Verse – Employee Insight Survey”, with an impressive participation rate of 96% among Jebsen employees. The survey results indicated an employee satisfaction rate of 86%.

Jebsen is committed to innovation and excellence. We have been unwavering in launching digital transformation. We continuously improve our operational efficiency to support the high-quality sustainable development of our Business Lines. In 2022, Jebsen Motors delivered more than 11,000 new cars, achieving an average customer satisfaction score of 9.74 points out of 10. Jebsen Motors also topped Porsche China's Dealership Ranking for the eighth consecutive year.

Meanwhile, Jebsen Beverage's own brand Blue Girl hit a new milestone with its record high market share in Hong Kong reaching 25.5% in 2022. We also completed the acquisition of 31Jiu (Shanghai) Co., Ltd., which has advanced our high-end wellness beverage portfolio in Greater China.

Under Jebsen Consumer, CASIO sold more than 3,300,000 pieces in 2022. We introduced the interactive audio toy tonies®, which has swept the world in terms of popularity, to Hong Kong. To further enhance the Group's integrated marketing and ecommerce operation capabilities in the Chinese mainland, in 2022, Jebsen Capital invested in portfolio companies such as the Chinese

integrated digital marketing and ecommerce service provider STARRANK, multi-channel ecommerce solution provider POOK. As of this year, Jebsen Capital has managed more than US\$1 billion in assets.

Jebsen cares deeply about climate action. As of 2022, Jebsen Group has achieved our carbon neutrality target for ten consecutive years. Jebsen Motors has done the same for all its outlets in Greater China and its Shanghai office for the third consecutive year. Jebsen Group's carbon intensity in 2022 was 622.20 (tCO₂e/HK\$ 1 billion), approximately 30% lower than that in 2021. In this year's report, Jebsen Group systematically and comprehensively summarised our work on climate change in accordance with the framework requirements of the Task Force on Climate-Related Financial Disclosures (TCFD) for the first time. This has further improved the Group's quality of information disclosure on climate change.

We place great importance on contributing to the community. Jebsen Group achieved the 2022-2023 annual targets of third phase Project Morning

Star, including establishing eight branch centres at county/ prefecture level with a completion rate of 160%, and providing training to 306 paediatric ophthalmology medical staff with a completion rate of 340%.

We also focus on education and facilitate educational development through donations, training and other means. In 2022, we kicked off our "Life is Art – Careers for the Future" internship project. Through online lectures and offline internships, it provided vocational education to the youths with autism. Our "Jebsen InspiringHK!" long-term sports training programme continued throughout 2022. The Jebsen-sponsored "Kai Ching Enchanters" team won the Girls WELL DUNK! Tournament which was organised by the InspiringHK Sports Foundation.

Moreover, in 2022, the Jebsen Scholarship was established at Hong Kong Academy in collaboration with partners to promote educational equality and socio-economic inclusion. In terms of community care, the Group has also run community projects such as our "SAVE &

SHARE" Food Bank Campaign with the help of Jebsen volunteers for many years to further highlight the strength of Jebsen's contributions to the community.

We have put corporate governance into practice. A complete management system has been established and dynamically updated. In 2022, we issued a new *Jebsen Group Insider Trading Policy* to improve our ethics and compliance programme. We set up a complete risk management system to comprehensively manage risks, including non-financial risks, to support our sustainable development. In 2022, the declaration rate for conflicts of interest reached 99.3%.

Nevertheless, there is still much to achieve. Looking into the future, we will continue moving towards the directions laid out in "Vision 2025" to embrace digital changes and work with our stakeholders to create a more sustainable and equitable future.

Alfons Mensdorff-Pouilly
Chief Executive Officer

About Jebsen Group

At Jebsen Group, we build and invest in premium brands that bring new products, services and experiences to Greater China's changing consumers. As 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 with local customers. As a strategic co-pilot, Jebsen elevates the value of our partner brands and helps them achieve success.

The Group has four business lines: Motors, Beverage, Consumer and Jebsen Capital. Jebsen offers extensive and specialised local market access to over 200 of the world's premium brands. Outside of the Greater China region, Jebsen also enjoys close ties with sister companies in Australia, South East Asia, Denmark and Germany.



Hong Kong

Headquarters: Hong Kong



2,000+

2,000+ employees in Greater China



10

10 additional offices across Greater China



2.2B

Over \$2.2 billion in revenue (FY 2022)

Main Businesses

Jebsen Motors

Jebsen Motors has represented Porsche for nearly 70 years, initially in Hong Kong in 1955 and subsequently in the Chinese mainland from 2001. We are one of the longest-serving

and largest Porsche dealer groups worldwide, providing exceptional service to our customers in 22 locations.



11,000+

Over 11,000 annual car deliveries in 2022



132,000+

Over 132,000 digital leads in 2022



122,000+

Over 122,000 customer visits to our workshops in 2022



500%

500% used car sales growth between 2014-2022





Jebsen Beverage

As a leading beverage operator, Jebsen Beverage has a premium portfolio of leading self-owned and exclusively distributed brands. These include beer, wines, spirits and wellness beverages. We share consumers' special moments through our extensive distribution network.

December 2022

In December 2022, Jebsen Beverage became a strategic partner of Bodegas Caro.

October 2022

In October 2022, Jebsen Group completed the acquisition of 31jiu (Shanghai) Co., Ltd., a premium beverage brand owner and distributor of international brands.

July 2022

Blue Girl has led Hong Kong's beer market for 15 consecutive years, claiming a 25.5% market share as of July 2022.

April 2022

In April 2022, Jebsen Beverage introduced New Zealand boutique winery Astrolabe.

Jebsen Consumer

Jebsen Consumer enriches the everyday lives of our consumers with a carefully curated selection of retail brands across consumer electronics, health and beauty, home appliances, watches,

pet care and much more. We also offer an integrated shopping experience through our multi-brand J SELECT and Q-Pets stores, websites and mobile apps.



3,300,000+

In 2022, CASIO's sales volume in Hong Kong surpassed 3,300,000 units



120

Jebsen Consumer represents over 120 world-renowned high-quality consumer goods brands in Greater China



tonies®

In October 2022, new brand tonies® was unveiled in Hong Kong





Jebsen Capital

Jebsen Capital is our in-house growth investment engine, built on our family spirit of long-term planning and investing in the future. By investing in outstanding companies with reliable business models, strong product innovation and significant growth potential, we open new chapters of growth for the company.



Award-Winning

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)

Social

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

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

Embracing A Sustainable Future

The United Nations' 2030 Sustainable Development Goals (SDGs) provide a global blueprint to achieving a better, more sustainable future for all. Companies bear responsibility for fulfilling these SDGs and safeguarding the future of mankind and our planet. With sustainability at the centre of creating long-term value, companies are increasingly implementing more direct and productive business management methods to meet their sustainability obligations.

Jebsen's development strategies and policies are mindful of people, innovation, society, the environment and corporate governance. We aim to deliver high-quality products and services to consumers, while also achieving commercial sustainability. We devote ourselves to building a better environment and stronger communities and are committed to becoming a responsible corporate citizen. While Jebsen Group has already achieved many of our goals and received several accolades for our work in sustainability, we recognise that there is always more to do. To this end, the Group has developed a new sustainability model with five key focuses aligned to the UN's SDGs. We believe that this will lead us all to a more sustainable and fairer future.

Sustainability Strategy





01

People Oriented

Equal and Diversified Opportunities

Employee Development and Growth

Great Workplace

At Jebsen, “Success Breeds Success” is the value proposition we share with our potential and internal talents. Jebsen’s success has been achieved by investing in our most valuable asset – our people. We offer talented individuals the opportunities to engage with premium global brands, empowering them to reach new heights in a diverse and inclusive environment.





People Oriented

45.2%

Women represent 45.2% of our total employees

41.9%

and 41.9% of our management team

96%

A total of 96% of employees engaged in the "2022 Jebesen Employee Insight Survey"

86%

with an employee satisfaction rating of 86%

2,897

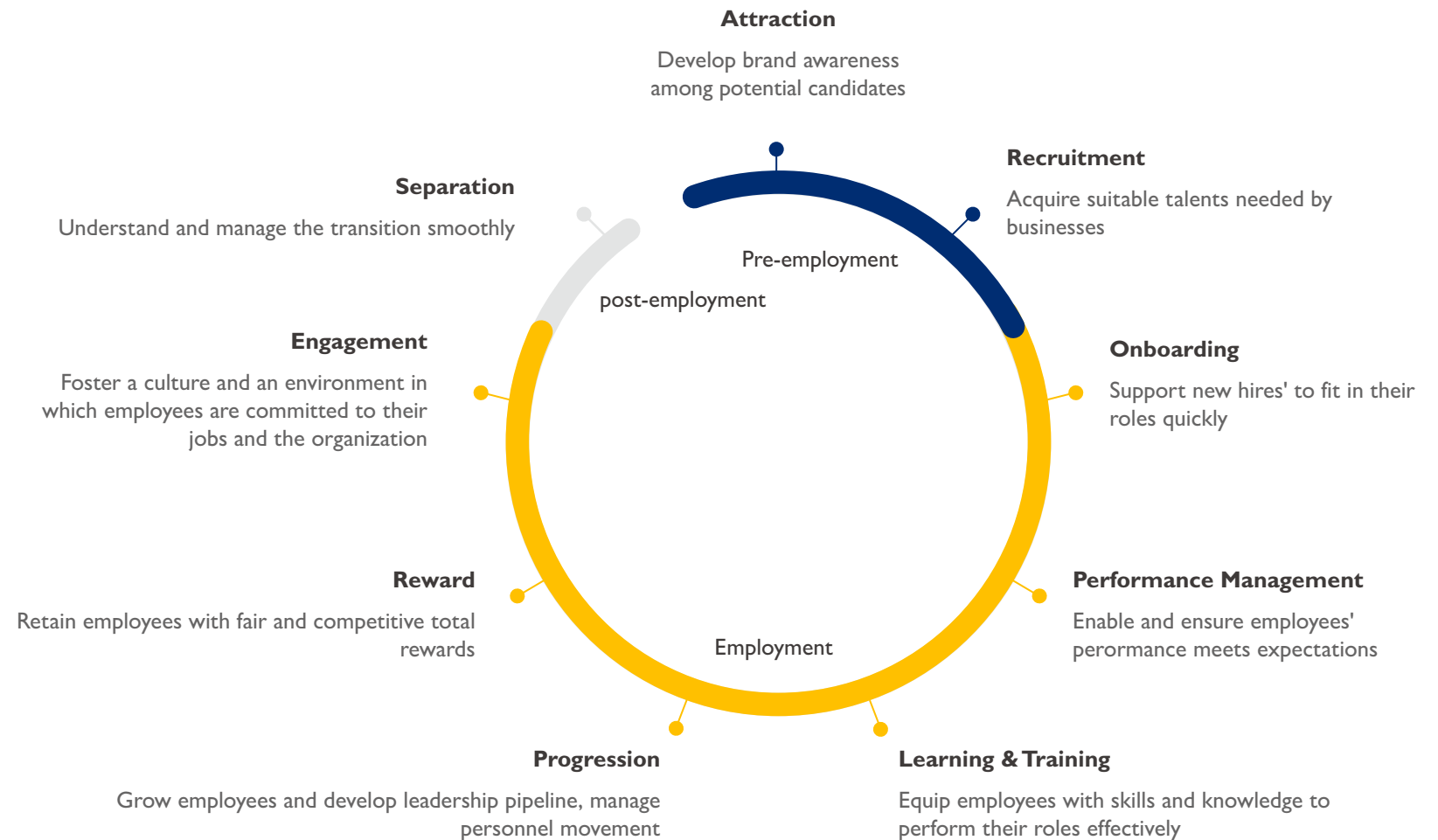
2,897 employees received training

57,629

with a total training time of 57,629 hours

Equal and Diversified Opportunities

Jepsen Group has developed an "Employee Career Lifecycle" framework to support employees at different stages of their careers, from onboarding, training, development even to departureleaving. The aim is to create a good working experience for employees.



Compensation and Benefits

At Jepsen, with our compensation philosophy and dedication to be a family-friendly company, we offer competitive compensation and benefits, including medical benefits, wellbeing, bonuses and retirement schemes.



2,145

In 2022, Jepsen Group's total number of employees was 2,145

Provide competitive compensation & benefits to attract, retain and motivate staff members and promote Performance Excellence Culture

Maintain internal equity and external competitiveness by benchmarking with market salary survey on Annual Target Total Cash (ATTC)

Compensation Philosophy

Support achievement of business objectives

Reward staff members according to contributions and critical skills

Benefits	Hong Kong	Macau	Chinese mainland
Birthday Leave	✓	✓	✓
Casual Friday	✓	✓	✓
Festival Afternoon-off	✓	✓	✓
Flexible Working Hours	✓	✓	✓
Medical Insurance Coverage to Children (All Staff)	✓	✓	✓
Medical Insurance Coverage to Spouse (Certain Grades)	✓	✓	✓
Supplementary Major Medical	✓	✓	✓
Critical Illness Insurance			✓
Life Insurance	✓	✓	
14 Weeks Full Pay Maternity Leave	✓		
7 Days Full Pay Paternity Leave	✓		
Accelerated MPF/ Retirement Fund Vesting Schedule	✓	✓	
Annual Medical Check Up	✓	✓	✓
Festive Gift			✓

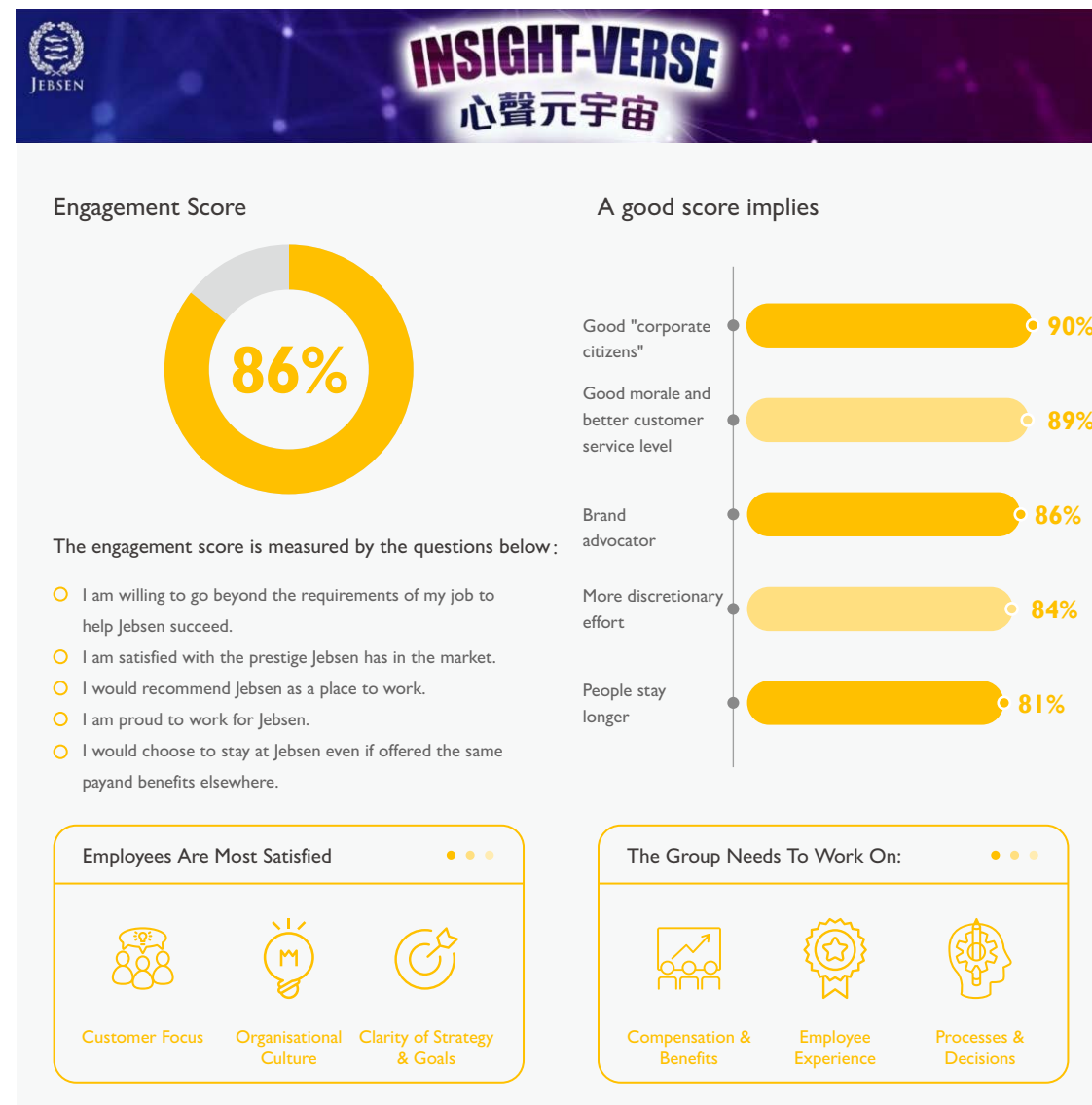
We value the opinions of our employees. Some of the current benefits are designed with employee input. In addition, Townhall Meetings and “Lunch with CEO” give staff and the CEO more chances to bond and communicate.

Insight-Verse — 2022 Jebesen Employee Insight Survey

In September 2022, Jebesen initiated our “2022 Employee Insight Survey”. A total of 1,827 Jebesen employees participated in this survey, with an employee participation rate of 96%. According to the survey results, our overall EIS engagement score is 86% compared to Mercer's Greater China norm of 81%.

This excellent engagement score has shown that our colleagues are committed to utilising their energy and efforts to contribute to

Jebesen's success. The highest scores include “Customer Focus” “Organisational Culture” and “Clarity of Strategy & Goals”. At the same time, the survey shows that the Group has room for improvement on certain dimensions, such as “Compensations & Benefits” “Employee Experience”, and “Processes & Decisions”. The Group will work with Business Lines to formulate action plans to optimise staff engagement and experience.

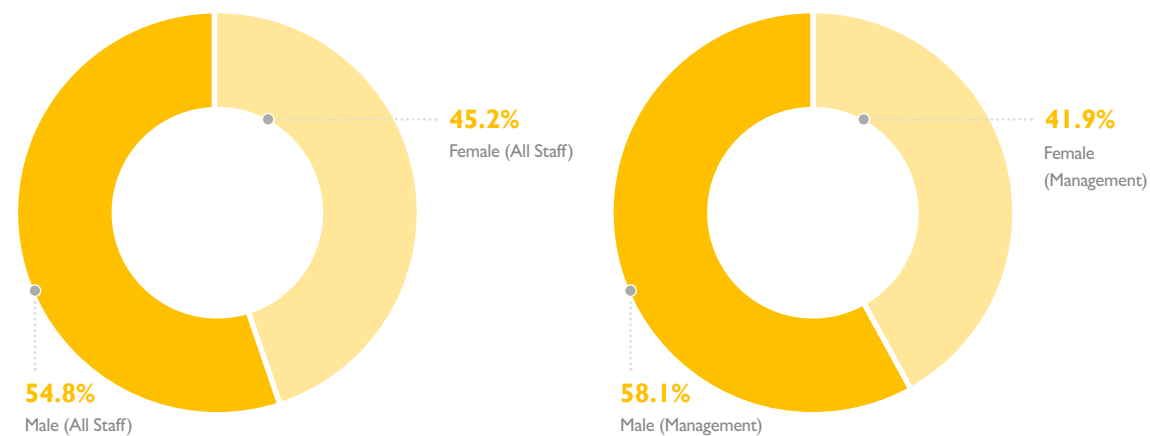


Diversity and Inclusion

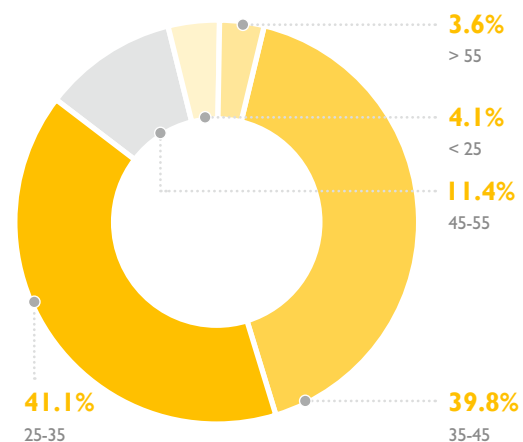
Jebsen values diversity, inclusivity and openness, respecting outstanding talents from different backgrounds and regions. With this in mind, the notices and announcements at our facilities are released in both Chinese and English so that all our employees can read them.

Jebsen strives to keep our workplace diverse and inclusive. In 2022, female executives accounted for 41.9% of management positions. To protect the wellbeing of female employees, we have established and maintained breastfeeding rooms in our facilities.

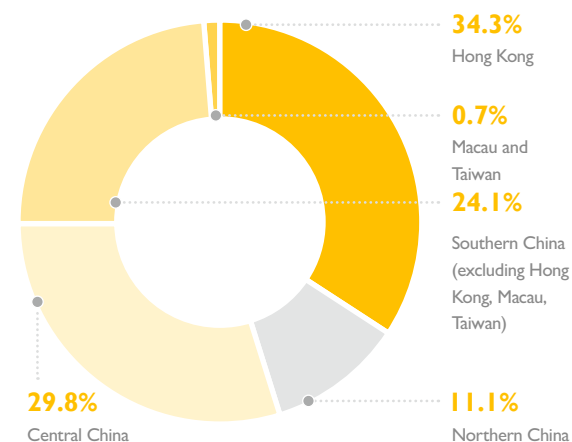
Gender ratio



Age distribution



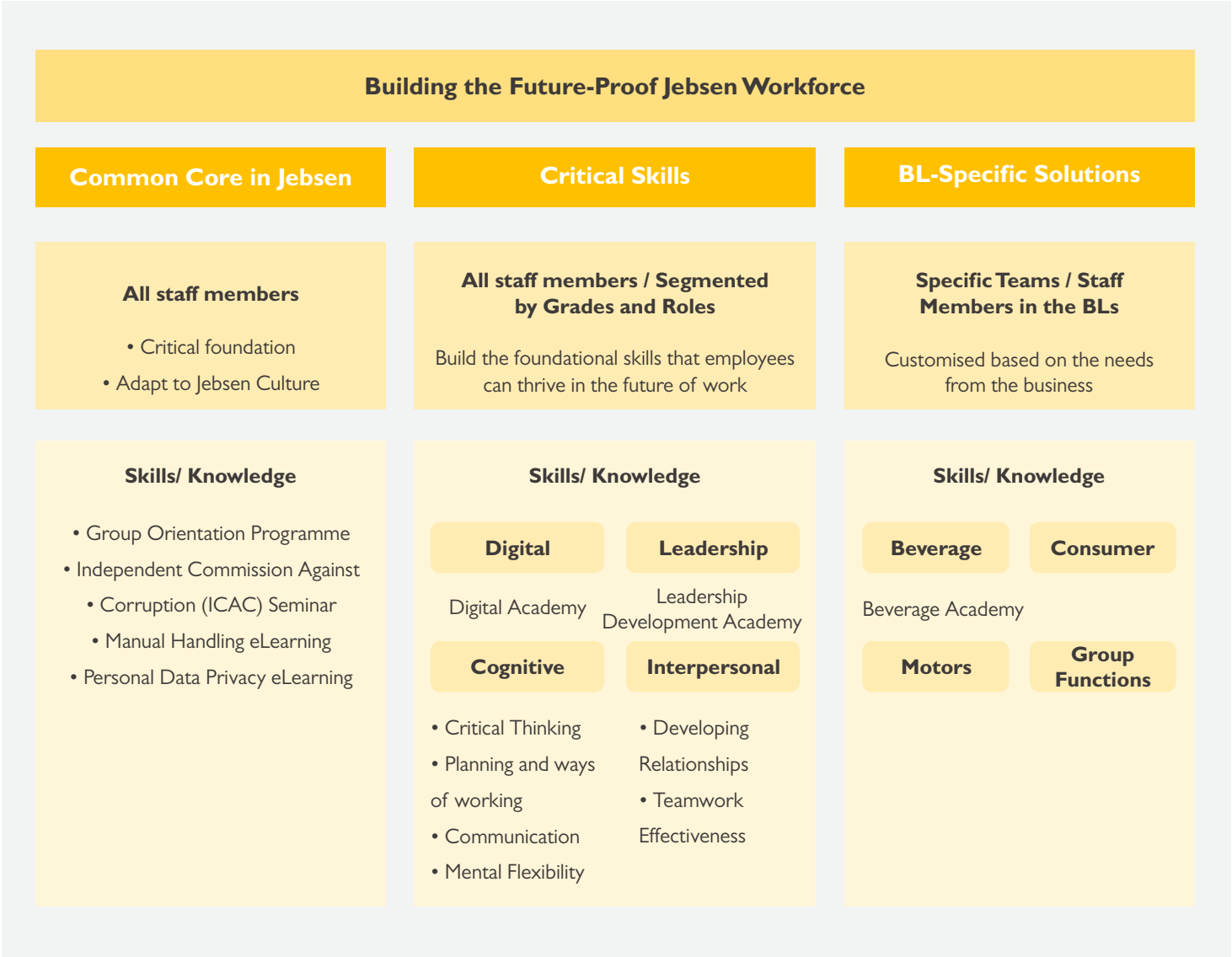
Location distribution



Employee Development and Growth

Employee Training

At Jebsen, employees are our most valuable asset. We are dedicated to building the future-proof Jebsen workforce, with Common Core programmes accessible to all employees, in addition to Critical Skills and BL-Specific Solutions. These solutions will prepare our workforce effectively for the challenges ahead with a more agile, practical and forward-looking way.





The Digital Academy:
Cross – BL Sharing
Session on Digital
Dashboard &
eCommerce



Jebsen Motors Talent Academy – take customer experience to another level
Embrace Change – Jebsen's first-ever Metaverse Teambuilding – emphasised on "Embracing Change" – a critical element of being agile in the team



2,897 Person-Time

Total Training Participation



57,629 Hour

Total Training Hours



26.87 Hour

Training Hours per Capita



1.02 million HK\$

Total Training Investment



476 HK\$

Training Investment per Capita

Situational Leadership SLII® for Senior Leaders

Career Development

In 2022, Jebsen introduced our Talent Development Programme in Hong Kong to energise employees and enhance our organisational agility. Relying on the CEB (Corporate Executive Board) model and talent matrix, we screen for candidates with potential leadership qualities by evaluating the performance of managers at specific levels – mapping out an 18-24

month Individual Development Plan (IDP) for each of the identified candidates and regularly checking on their training progress to facilitate employees' career development while cultivating talent for the Group. We will further expand the programme to the Chinese mainland in 2023.



151 Person

Total Number of Internal Promotions in 2022



7.0%

Percentage of Promoted Employees



Great Workplace

Jebsen has turned "me" to "we" by building a great workplace that inspires collaboration, happiness and human interaction.

Health and Safety

A Healthy and Agile Workplace

Jebsen strives to provide a healthy and comfortable workplace. We have formulated guidelines, such as our *Work Arrangements under Adverse Weather Conditions*, to prevent possible risks in extreme weather, protecting the safety of its employees. Meanwhile, Jebsen implements daily and monthly safety inspections and arranges fire prevention and first aid training for its employees to ensure workplace safety.

Jebsen moved to a new office in 2021, and prioritised employee experience through redesign. A highlight of the new office is an interconnecting staircase which all the way through its three floors joined

together to further facilitate communication among employees from different business lines and departments. Complemented with an agile working space on each floor and smart facilities, the new office aims to facilitate cross-team collaboration and synergy in an inspiring and agile workplace. As shown by survey results after the relocation of our headquarters to Hysan Place, over 90% of employees are satisfied with their new workplace, while over 90% of employees who work flexible hours are satisfied with the flexible working system.



2 Times

Safety drills



3 Times

Training frequency



46 Person-time

Number of employees receiving safety training



49 Person

Number of first aiders

Physical & Mental Health

Adhering to the “3Cs” model of Cares, Cheers, and Celebrates, we have reinforced our employee care measures to strengthen our team's sense of belonging.

Cares focuses on the physical and mental well-being of our employees, with specific measures including the Employee Abundance Programme (EAP) and Wellness Month.



40+

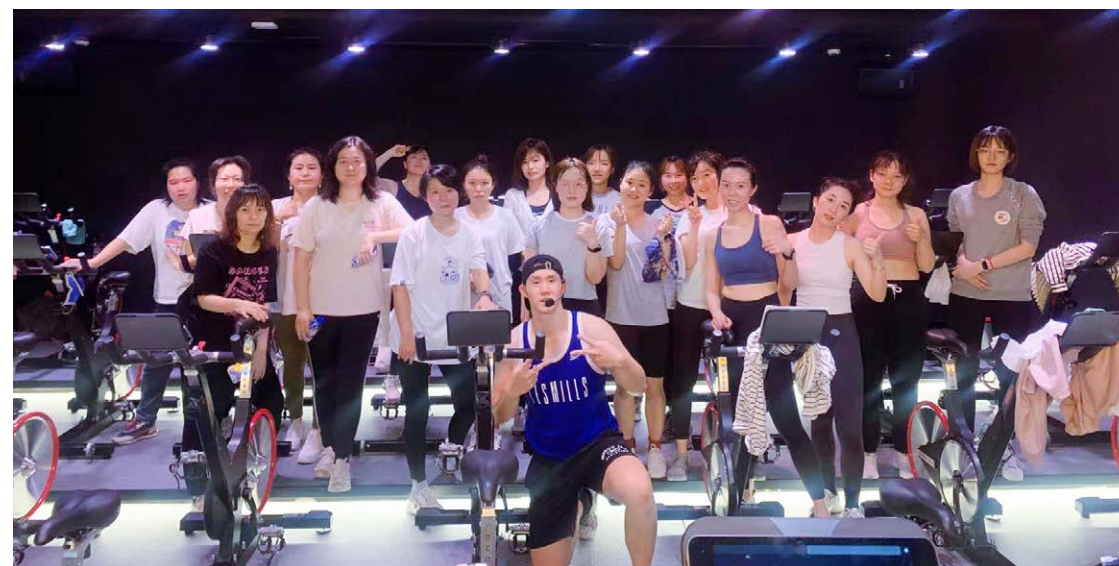
In 2022, we organised over 40 activities, including physical examinations, therapeutic massages, Hatha yoga and hobby workshops during Wellness Month

Working with a professional consulting agency, Jebsen launched our “Employee Abundance Programme (EAP)”. We set up a 24/7 consultation hotline and an online psychological service platform for our employees and their immediate family members, helping them to relieve pressure and emotional distress both at work and in their personal life.



1,325

attracting participation from 1,325 employees





Enriching Employee Experience

Jebsen organises a variety of Cheers activities to share positive life and work moments with its employees. Each Dragon Boat Festival, Mid-Autumn Festival and Christmas, offices across the Group organise Jebsen Sports Club events to celebrate the festivities together.



Mr. Alfons Mensdorff, the Group CEO presenting a Jebsen Scholarship certificate to awardee

Summer Treats, Mr. Alfons Mensdorff-Pouilly, the Group CEO distributed desserts to employees.



80+

Today, more than 80 children of employees have received the Jebsen Scholarship, helping to fulfil their dreams.



210+

In 2022, over 210 employees were granted Long Service Awards nationwide, including six employees who have worked at Jebsen for more than 20 years.

Jebsen pays close attention to the holistic development of our employees' families, including their children. The Jebsen Scholarship was established in 2008 to recognise the excellent performance of employees' children.

We have also implemented Long Service Awards to reward our employees for their loyalty, service and outstanding contributions.





02

Innovation and Excellence

Innovative Business Operations

Excellent Customer Service

Create Value for Partners

Jebsen keeps up with changing market trends, creating new opportunities with partners and continuing to bring trustworthy products, services and experiences to the Greater China region.





Innovation and Excellence



2.2B

Over \$2.2 billion in revenue by 2022



11,000+

Jebsen Motors delivered over 11,000 new cars throughout the year

9.74

and scored 9.74 out of 10 in customer satisfaction

8

Jebsen Motors also topped Porsche's China Dealership Ranking for a record of eighth year



25.5%

Blue Girl claimed a market share of 25.5% in the Hong Kong beer market

15

Blue Girl, has led Hong Kong's beer market for 15 consecutive years



3 IJiu

In 2022, a new milestone was achieved with the acquisition of 3 IJiu (Shanghai) Co., Ltd. (also known as 3 IJiu)



3,300,000+

Under the Jebsen Consumer umbrella, CASIO's sales exceeded 3,300,000 units in Hong Kong



tonies®

Jebsen also unveiled tonies®, a globally popular interactive audio toy, in Hong Kong

1B

Jebsen Capital manages assets valued at over US\$1 billion

Innovative Business Operations

Digital Empowerment

“Digital First” Strategy

The digital economy presents huge development opportunities for businesses. Jebsen Group has responded to this opportunity with our “Digital First” strategy, enabling the Group to move with the times while embracing digital change.

Jebsen’s digital transformation vision is to become a customer-centric digital leader in marketing, distribution and retail with global premium brand partners in Greater China. We

achieve this with first-class digital capabilities, talent and data analytics.

Mindsets

We held group-led briefings to help employees understand the vision, strategy and roadmap of our digital transformation. Digital forums led by business lines were organised to promote the sharing of digital knowledge and experience. In 2022, a total of three briefing sessions were organised with more than 100 participants.

Tool sets

In 2022, Jebsen and HKUST Business School jointly ran the “Leveraging Data for Jebsen Group Digital Transformation” consulting project. This research has helped to guide the research on the Group’s existing digitisation structure and trends.

In addition, senior trainers were invited to conduct several Google Analytics training sessions to help analyse customer data and behaviour better.

Skill sets

The Group developed a Digital & eCommerce Dashboard to summarise and analyse relevant data from our e-commerce and brands, achieving improved data visualisation.

Since March 2022, monthly dashboard reports have been released to provide intuitive consumer data analysis to different teams.

Data

The ONE Analytics dashboard architecture was set up in 2022, offering detailed visualisation methods and dynamic data interaction functions. This laid the foundations for the development of ONE Analytics in 2023.

In order to further meet the requirements of our “transforming digital infrastructure”, the Group launched the ONE Customer Data project. This provides data-driven decision-making and offers more advanced assistance to business operations through centralised integration and connection of mass data across our various business fields.

Digital Applications and Practices

Digital transformation is vital to support the further development of Jebsen Group's business. The Group actively develops and adopts digital tools to make work more efficient as it moves towards a "Digital First" future.

Jebsen Motors Continues Innovating Its Digital Service Capabilities

Jebsen Motors has continuously enhanced its service capabilities through ongoing digital innovation. It has launched its omni-channel digital marketing since 2016 in response to the shift in consumer behaviour towards online channels. It continues to roll out a digital strategy that integrates online and offline channels (O2O). With the help of mobile internet and social media platforms, Jebsen Motors provides customers with excellent on and offline experiences and integrated management of its online and offline customer relationships. It has also increased its investment in new media channels such as Douyin. All Porsche

Centres boast full-time new media anchors and operation teams to contact and communicate with potential customers through social media, further enhancing Jebsen Motors' publicity in the Chinese market. Among them, the Porsche Centre Nanjing Jiangning, achieved 26.1% of its Online sales volume through new media channels in June 2022. Jebsen Motors will continue to embrace trending consumer demands, innovating with digital technology and taking advantage of online marketing methods to enhance customers' experiences and improve services.





Jebsen Capital Establishes a New, Self-Owned Trading System

In October 2022, Jebsen Capital successfully established a proprietary trading system, expanding its scope for trading in the public market and securities investments, and enabling new analysis methods for investment portfolios and risk management. This has also led to reduced transaction costs while improving productivity.

Using advanced digital analytics, the new trading system empowers Jebsen Capital to improve its research, reporting, risk management and trading strategies. It also lays a solid foundation for future participation in ESG scoring and portfolio identification and analysis in the investment process.

Business Model Innovation

Expanding Our Brand Portfolio

Jebsen Group strives to represent more high-quality brands. We are committed to expanding our business influence and providing consumers with more diversified brand experiences.

“We believe that Chinese consumer growth is one of the most exciting stories still ahead of us and brands know this. We focus on unlocking the door to the modern consumer in Greater China.”

- Alfons Mensdorff,
Jebsen Group CEO





Jebsen Group Acquires Premium Beverage Brand Owner and Distributor, 31Jiu

In October 2022, Jebsen Group completed its acquisition of 31Jiu (Shanghai) Co., Ltd. (“31Jiu”). 31Jiu officially became a Jebsen Group business line, targeting the high-end beverage market in Greater China – a significant focus for Jebsen Beverage.

Founded in 2013, 31Jiu is a premium beverage brand owner and sole distributor of international brands in the Chinese mainland. It features a multi-category product portfolio that includes sparkling drinks, cider and kombucha. The addition of 31Jiu

further complements Jebsen Beverage’s existing product portfolio and, through the combination of both parties’ resources, expertise and know-how, we will provide consumers with a wider range of product choices and experiences, creating long-term value for the brand, partners and customers.

Jebsen Group Partners with Interactive Toy Brand tonies® on its Entry to the Hong Kong Market

As the world's largest interactive audio platform for children, tonies® is loved by millions of children worldwide. In 2020, Jebsen Capital, the business line responsible for the Group's asset management, recognised the market potential of tonies® and proceeded with an investment in the brand. Subsequently, Jebsen Group's excellent brand-building capabilities and Jebsen Consumer's proven experience in consumer electronics led to a deeper

strategic partnership between tonies® and Jebsen. In October 2022, Jebsen Group officially released Tonieboxes and Tonies under the tonies® brand, developed for all children in Hong Kong.

Jebsen believes that bringing popular brands to consumers in a unique and convenient way will help the Group reach more modern consumers.





Innovative Brand Communications

Jebesen continues to explore product communication methods. We have expanded our approach via celebrity endorsements, exhibition halls, live performances and other forms of brand communications, exploring brand value on a deeper level.

Jebesen Beverage: Blue Girl Successfully Launches Its Biggest Ever Hong Kong Campaign – “Taste the Real Moment”

In 2022, Jebesen Group's beer brand, Blue Girl, launched its biggest-ever campaign in Hong Kong. The campaign debuted Blue Girl's new brand ambassador, Edan Lui, from popular boy band MIRROR, inviting consumers to “Taste the

Real Moment”. This campaign marks the official rejuvenation of Blue Girl, injecting youthful vitality to the established brand.



2.7M

The campaign received an enthusiastic response from consumers, achieving a 2.7 million market reach



25.5%

The campaign helped Blue Girl reach a record market share of 25.5% in July 2022

Excellent Customer Service

Customer Experience

As a long-term strategic partner of well-known brands, Jebsen Group focuses on providing customers and consumers with a high-quality service experience, to complement their remarkable product experience.

Jebsen Motors: Building a “Jebsen Customer Experience Ecosystem”

In recent years, Jebsen Motors has put its efforts into the building of its “Jebsen Customer Experience Ecosystem”. This aims to optimise customers’ experience in every aspect, from purchasing a car at the showroom to after-sales service, thus building a good reputation among

customers. In 2022, Porsche Centres under Jebsen Motors rolled out a series of seasonal in-store activities that offered special gifts and coffee breaks to customers in order to promote Jebsen’s services.





Jebsen Consumer: J SELECT Wins Multiple Customer Experience Awards

J SELECT, a subsidiary of Jebsen Consumer Products, has been awarded the “Top 10 O2O Customer Experience Awards” issued by the Hong Kong Retail Management Association (HKRMA), a well-known organisation in the retail industry. This award recognises J SELECT’s seamless online and offline customer experience, including its professional customer services and excellent

customer interactions. J SELECT online store was also awarded the “TOP 10 E-Shop Award” for the fourth consecutive year. This award recognises J SELECT as a quality e-shop with an excellent e-commerce platform that delivers an enhanced shopping experience, resulting in a positive reputation among customers.

Jebsen Beverage: Providing Consumers with Premium Wine Brand News

In 2022, Jebsen Beverage launched an official WeChat account “Jebsen Wines and Spirits” to provide consumers with information about premium wines and spirits through high-quality graphics, videos and more. It also opened several

online purchasing channels, allowing consumers to buy products in a fast and convenient way. Jebsen also publishes the latest news from our brands and organises occasional gatherings for wine and spirit lovers.

Customer Communications

Responsible Marketing

Jebsen has created an *Issues Management Guide* to help our marketing colleagues establish a marketing management system, discover problems in a timely manner and develop effective corrective measures to ensure that problems can be resolved quickly and properly. We abide by the local laws and regulations in the places where our business operates. We avoid using misleading and ambiguous marketing terms in advertisements and include this in the scope of our marketing management. Corresponding training sessions are provided to employees, to effectively protect the personal rights and interests of customers and consumers.

In addition, Jebsen has developed a *Jebsen Crisis Management Plan* to protect employees, our assets and our reputation to ensure long-term business sustainability. This crisis management masterplan is reviewed annually to ensure that it is updated to reflect our business needs.

Responsible Drinking

Jebsen Beverage strictly abides by the laws related to the sale of alcohol in the Chinese mainland and Hong Kong and has developed a *Responsible Drinking Guide* to detail our in-house policies and guidelines.

In Hong Kong, we stipulate that all Jebsen Beverage employees must complete the Hong Kong Forum for Responsible Drinking (FReD) 's online courses to help them build their skills, abilities and professional attitude. These online courses were completed by 227 person-time employees in 2022. In the Chinese mainland, we created an online "Beverage Academy" learning platform to provide employees in the alcohol industry with knowledge and skills related to the responsible promotion of alcohol services.





Communication Channels

Jebsen Motors has established comprehensive pre-sales and after-sales service channels. Through online methods such as telephone calls, official websites and emails, Jebsen Motors can assign special personnel to solve problems and complaints raised by customers with the



9.74

In 2022, Jebsen Motors' customer satisfaction score was 9.74 points (out of 10 points)

Jebsen Consumer offers a variety of customer communication channels such as telephone, WhatsApp, WeChat and email. For customer complaints, a quick response mechanism has been established to submit and give feedback regarding customer service, and to solve problems promptly. Customers are regularly invited to participate in satisfaction survey activities, so we can update and optimise our service processes based on these survey results.

In October 2022, in order to understand the current needs of all types of customers in detail, Jebsen Beverage organised a logistics satisfaction survey – solving each customer's problems one-on-one and ensuring that each customer received a satisfactory response. Logistics service optimisation programmes have also been

utmost care. Where on-site after-sales services are required, Jebsen Motors provides customers with convenient and fast offline after-sales services, so that customers can seek help and guidance from store staff at any time.



100%

Completion rate of customer complaints against Jebsen Motors in 2022

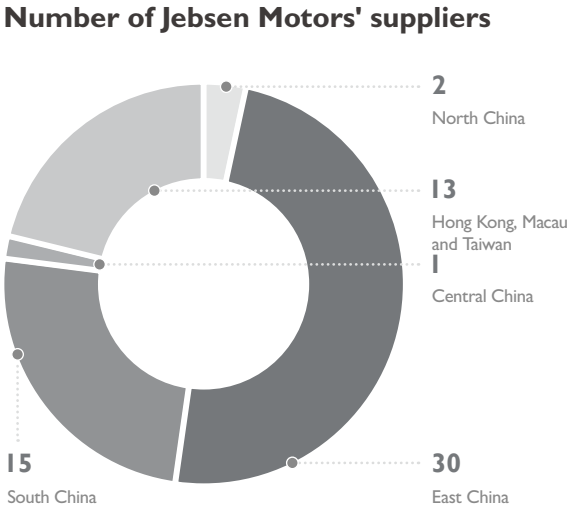
developed to further enhance customer satisfaction.

Jebsen aims to share the Group's updates regularly with our stakeholders. On LinkedIn, WeChat, Weibo and other social platforms, we promptly release the Group's latest news and sincerely respond to customers' inquiries and suggestions. On our official website, visitors can read introductions to our business lines and their brands at any time; many details about our community contributions are also readily available. Every quarter, we release the Group's publication Moments, which features the latest news and important activities from the Group. In-depth features such as management interviews are also covered to help our stakeholders fully understand the Group's current business position.

Create Value for Partners

Responsible Procurement

Jebsen Motors has established a supplier management system focusing on after-sales and market management. Porsche Centre, a subsidiary of Jebsen Motors, has set supplier access requirements that require a comprehensive inspection of suppliers when the procurement volume exceeds a certain amount. Suppliers are required to meet the national, regional and industry specifications of their business location based on environmental protection, health and safety factors.



Statistical Description: Subject to the registered address of the business' legal representatives





Responsible Investment

Jebsen Capital conveys the concept of sustainability through portfolio management, and works with portfolio companies to give back to society and create value together.

POOK, Jebsen Capital's Portfolio, Boosts Rural Revitalisation

As one of Jebsen Capital's portfolios, POOK utilises its operating advantages across its entire chain and channels to help brands in Western China digitise their marketing and improve their sales. They have also taken measures to help revitalise the countryside.

In May 2022, POOK participated in the development of a digital marketing development plan for the wine industry of the Ningxia Hui

Autonomous Region. This aimed to help build the brand of Ningxia as a winemaking region through digital means, with omni-channel and multi-chain operations. The goal is to build a wine industry with a complete industrial chain and market competitiveness, thereby contributing to the revitalisation of Western China's countryside.



03

Climate Action

Climate Change Governance (TCFD Recommendations)

Embracing Net Zero Emissions

Green Operation

Climate-friendly Lifestyle

Jebsen Group pays close attention to the risks and opportunities brought by climate change to both the Company and wider society, striving to reduce our environmental impact through green practices and low-carbon operations. In addition, we work together with business partners who share a common green ethos and encourage our employees to practice eco-friendly lifestyles to contribute to the development of green business and a sustainable future.





Climate Action

○ **11,417.45**

Jebsen Group's total GHG emissions (scope 1 and scope 2) were equivalent to 11,417.45 tonnes of CO₂e

○ **622.20**

with our carbon intensity dropping 30% to 622.20 (tonnes CO₂e/HK\$1bn)

○ **5%**

Jebsen Motors' total carbon emissions from business operations decreased by nearly 5% compared to 2021

○ **LEED**

Porsche Centre Haining became the world's first LEED Platinum-rated Porsche Centre

○ **24%**

Solid progress was achieved under Group's "Digital First" strategy, with 24% less paper ordered

30%

and 30% less paper used, comparing to the previous year

Climate Change Governance (TCFD Recommendations)

At present, the world is facing severe challenges resulting from climate change. According to the special report of the Intergovernmental Panel on Climate Change (IPCC), global warming of 1.5°C will have a huge impact on the environment, biodiversity, our livelihoods and our communities. In 2022, in line with recommendations from

the Task Force on Climate-Related Financial Disclosures (TCFD), Jebsen Group conducted its first climate-related information disclosure in order to systematically present the company's climate change governance and response efforts.

Governance

Jebsen Group established a new sustainable development strategy in 2022 for the governance of climate-related risks and opportunities. We also formed a new carbon audit working group to improve our personnel and institutional capabilities in addressing climate change.

Strategy

Having achieved a decade of carbon neutrality in our operations, Jebsen Group is now moving towards the goal of net zero emissions. Independently verified carbon audits form the basis of our carbon management. We implement a range of measures to improve energy efficiency, reduce our carbon footprint and achieve our carbon neutrality targets, including investing in green initiatives and purchasing carbon credits.

Core Elements of Recommended Climate-Related Financial Disclosures



Governance

The organisation's governance around climate-related risks and opportunities

Strategy

The actual and potential impacts of climate-related risks and opportunities on the organisation's businesses, strategy and financial planning

Risk Management

The processes used by the organisation to identify, assess and manage climate-related risks

Indicators and Objectives

The metrics and targets used to assess and manage relevant climate-related risks and opportunities

Jebsen Group's Climate-Related Risks and Responses

Risk

To understand the impact of climate change on our business, Jebsen Group evaluates climate-related risks throughout our operations and value chain. We are taking action to deal with future physical risks related to climate change that may affect our assets, operations or supply chain. We are also acting upon risks related to the transition to a lower carbon economy, which may involve changes in regulations, technology or markets.

In addition, we are collaborating with our partners to explore innovative solutions that turn these risks into opportunities while making our business sustainable. For more details, please refer to the "Green Operation" section.

Indicators and Objectives

Jebsen Group mainly uses indicators and objectives related to greenhouse gases and carbon emissions when evaluating and managing climate-related risks and opportunities. For more details, please refer to the "Embracing Net Zero Emissions" section.

Risk Type	Risk Description	Potential Impact on Jebsen	Action Taken by Jebsen
Physical Risk	Natural disasters, such as floods, typhoons and strong winds.	There is a potential increase in operation and maintenance costs due to natural disasters.	Implement emergency plans for natural disasters.
	Extreme weather conditions such as cold or high temperatures.	<ul style="list-style-type: none"> There will be an increase in operating costs, such as energy costs. There is an increased risk of workplace injury caused by high temperatures, affecting employee health and safety. 	<ul style="list-style-type: none"> Improve energy efficiency. Develop and implement guidelines such as our <i>Work Arrangements in Adverse Weather Conditions</i> and improve office facilities to ensure employee health and safety.
Transition Risk	There is growing market demand for low-carbon products and operations.	Existing products fail to meet the low-carbon requirements of customers and consumers, resulting in decreased revenue.	<ul style="list-style-type: none"> Recycled materials and modern energy-saving and emissions reduction technologies have been adopted in all Jebsen Motors' newly built and renovated service outlets, achieving low-carbon operations. Jebsen's Hong Kong Headquarters have been relocated to Hysan Place, a LEED Platinum-certified commercial building, and took a range of green office measures. Jebsen Motors promotes the sales of new energy vehicles (NEV) by installing charging piles and charging stations. Jebsen Motors' Porsche Centre Haining has achieved LEED green certification, which marked it the world's first Porsche Centre to attain LEED Platinum accreditation. Jebsen Consumer products include CASIO and other brands that value and practice environmental protection. Jebsen Capital has invested in the plant-based food brand, Livekindly.
	Climate change policy and regulation is becoming increasingly strict.	Non-compliance with relevant policies may result in penalties.	<ul style="list-style-type: none"> Regularly review the latest trend of laws and regulations to ensure operational compliance. Make forward-looking plans that meet environmental requirements, such as improving glass bottle recycling practices in preparation for the upcoming Hong Kong glass bottles levy.

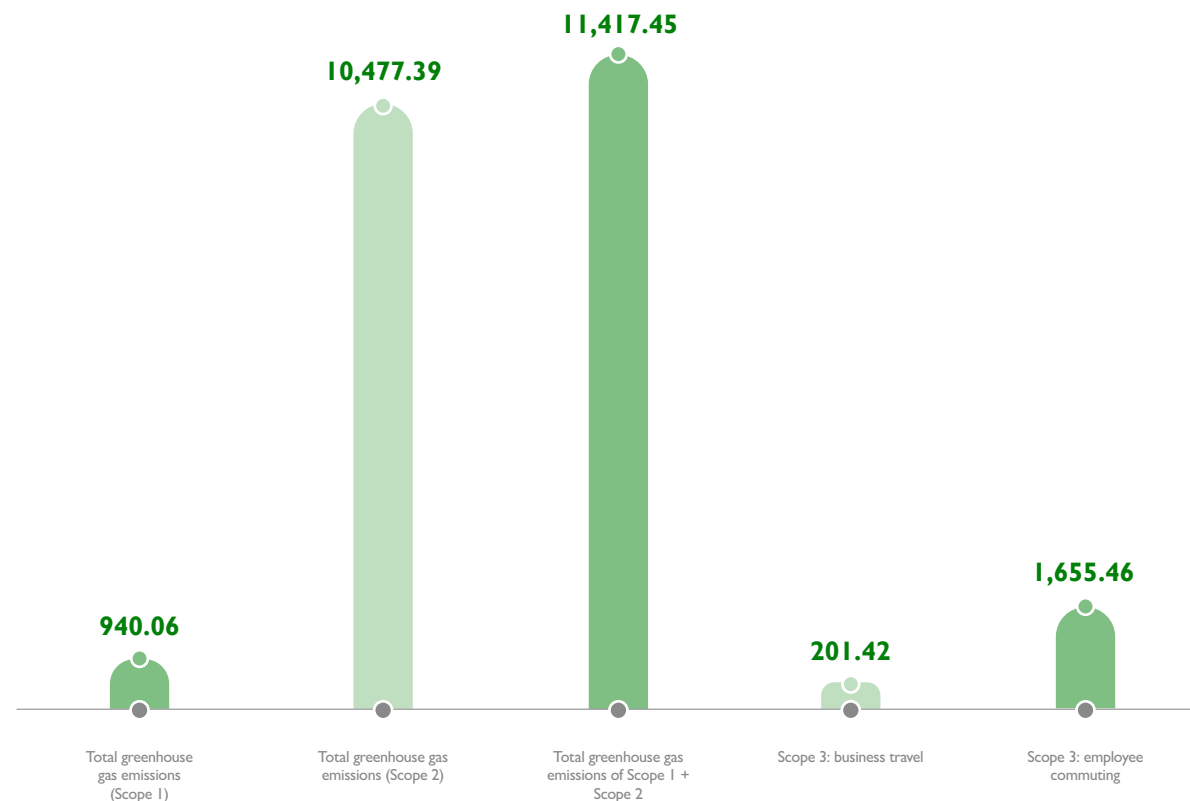
Embracing Net Zero Emissions

Carbon Management

In 2022, Jebsen Group built a new carbon audit working group to expand carbon management practices from our own business operations to the entire value chain. Guided by our “Digital First” concept, we perform carbon inventories through the HiESG online platform. According to the verified Carbon Audit Report, Jebsen’s total carbon emissions in 2022 was 11,417.45 tonnes of CO₂e (including direct and indirect emissions), 38% lower than in 2021. In 2022, the Group’s carbon intensity decreased by 30% to 622.20 tonnes of CO₂e per billion HK\$ of revenue compared to 2021 (i.e. 890.89 tonnes of CO₂e per billion HK\$ of revenue).

Jebsen Group’s Greenhouse Gas Emissions in 2022

Unit: tonne CO₂e



Note: Scope 1 emissions refers to direct greenhouse gas emissions generated by the emission sources that a company owns or controls, Scope 2 emissions refers to indirect greenhouse gas emissions generated by the purchased electricity that is consumed by a company, and Scope 3 emissions refers to greenhouse gas emissions indirectly resulting from a company's activities, but not generated by the emission sources that the company owns or controls. Classification of carbon emissions and calculation is based on the *GHG Protocol - A Corporate Accounting and Reporting Standard and Greenhouse Gases - Part 1: Specification with guidance at the organization level for quantification and reporting of greenhouse gas emission and removal (ISO 14064-1:2018)*.



38%

Jebsen's total carbon emissions in 2022 was 38% lower than in 2021



30%

In 2022, the Group's carbon intensity decreased by 30%

Employee Commuting Survey | More than 90% of Jebseners are Green Commuters

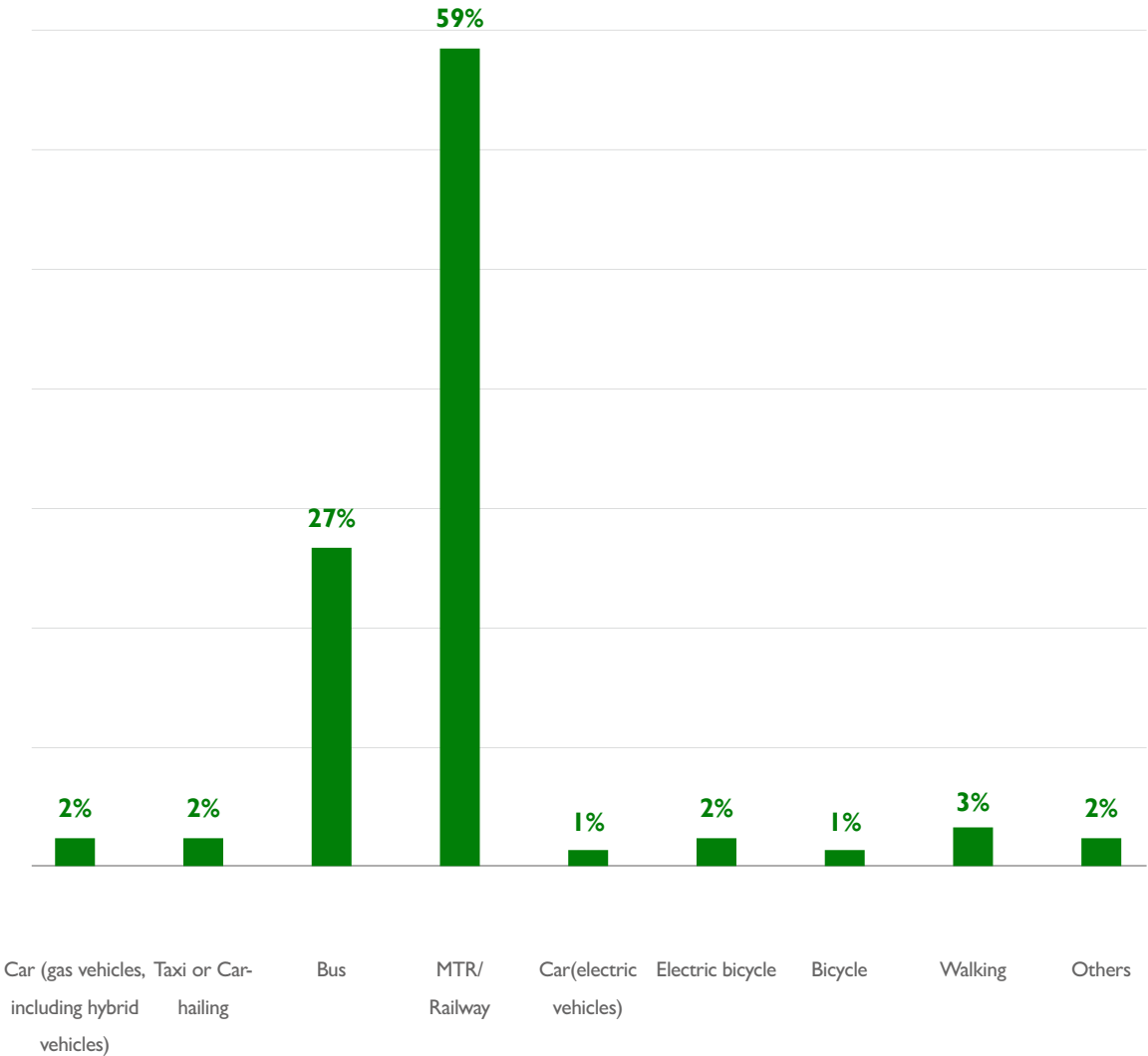
In March 2023, Jebsen conducted an internal Employee Commuting Survey to learn more about the Jebseners' commuting habits. The survey has received more than 300 responses and results show that more than 90% of Jebseners choose green transport during

working days in 2022. This survey served as important evidence for Jebsen to audit the Group's scope 3 carbon emissions. In the future, Jebsen will continue to bring more relevant data and actions, and work together with Jebseners to achieve the Net Zero Emissions goal.


90%

The survey has received more than 300 responses and results show that more than 90% of Jebseners choose green transport during working days in 2022

The main transport Jebseners used during working days in 2022





Carbon Neutrality

Since 2013, Jepsen Group has offset the carbon footprint generated by our Group and business line operations by investing in green projects and purchasing annual carbon credits. So far, we have achieved our goal of carbon neutrality for ten consecutive years. We have been awarded

the CarbonCare® Champion Label for ten consecutive years and the CarbonCare® Star Label for five consecutive years by the non-profit organisation, CarbonCare InnoLab (CCIL).



Jebsen Motors Has Achieved Carbon Neutrality for Three Consecutive Years

In 2022, Jebsen Motors achieved full carbon neutrality at all its Greater China outlets and Shanghai office. It was the third year that Jebsen Motors had been certified carbon-neutral by the Shanghai Environmental and Energy Exchange, after the company became China's first carbon-neutral dealer group in 2021.

Jebsen Motors and Shanghai Automotive Asset Management Co., Ltd. (SAAM) jointly conducted a comprehensive carbon inventory at the beginning

of 2023, gathering statistics on direct and indirect carbon emissions from Jebsen Motors' outlets and offices in 2022. This inventory was conducted in accordance with the latest ISO14064-1:2018 regulations and covered fuel usage, fugitive emissions, energy purchases, employee travel, material usage, waste treatment and events.



13,350

Jebsen Motors' carbon emissions in 2022 totaled 13,350 tonnes of CO₂e



5%

with a decrease of nearly 5% compared to that of 2021.





◀
Hangzhou Tower Turbo Charging Station

Green Operation

Green Products and Services

Jebsen works together with like-minded partners to promote green products and services to contribute to a sustainable future.

Jebsen Motors promotes the development of new energy vehicles

Vehicle electrification is an irreversible trend. Electric vehicles help reduce carbon footprints and represent the future. In 2022, Jebsen Motors's sales of NEVs (pure electric + hybrid) reached 1,820 units, accounting for 16.3% of the total sales. Moreover, as the first Porsche dealer group with a Porsche-exclusive charging station outside its Porsche centre, all Jebsen Motors' Porsche centres are equipped with charging piles of different specifications to meet diversified charging needs and provide vehicle owners with a convenient and ultimate charging experience.



139

By the end of 2022, Jebsen Motors has installed 139 charging piles for Porsche in total

Casio PRO TREK Outdoor Watch Series

Jebsen Consumer promotes green products

The increasing awareness of sustainable development in society has led to consumers' greater interest in green and low-carbon products. Jebsen Consumer meets consumer

needs and contributes to sustainable living by providing an increased number of green and environmentally friendly products.

Casio Launches Its First Watch Using Renewable Organic Substances

In 2022, Casio launched the PRV-61, the latest addition to its PRO TREK outdoor watch series. The new PRV-61 is the first Casio model made of biomass plastics sourced from renewable

organic substances. In addition, the PRV-61 is packaged in recycled paper, helping reduce carbon dioxide emissions and environmental impact.



Jebsen Capital invested in companies that set carbon emission reduction targets

Woom is known as one of the largest and most successful children’s bicycle brands in the world. In December 2022, Jebsen Capital completed its investment in Woom, an industry leader in Austria. Woom has set itself a new climate target

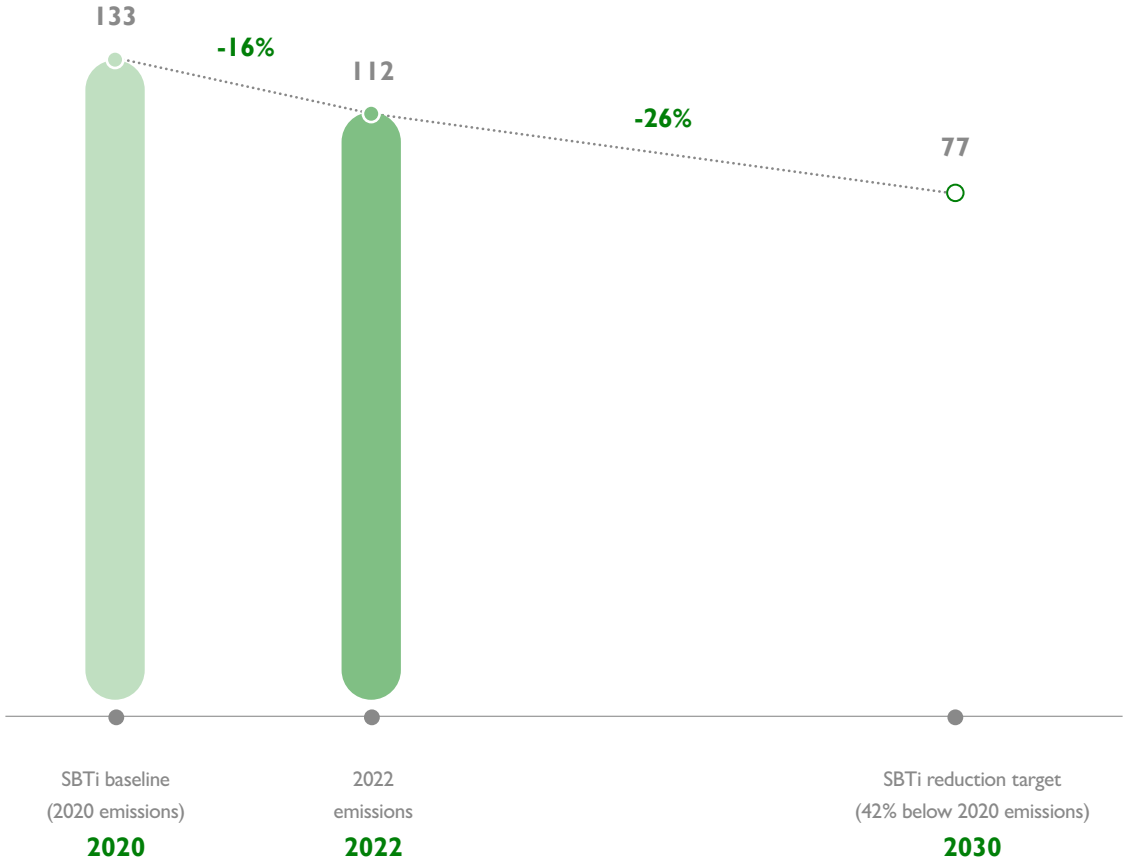
of reducing its greenhouse gas emissions by 42% by 2030. Having calculated its carbon footprint from 2020, this reduction target includes all its direct emissions as well as energy consumption at its company locations.



42%

Woom has set itself a new climate target of reducing its greenhouse gas emissions by 42% by 2030

Woom’s Emission Reduction Pathway to 2030*



*Woom Sustainability Report 2022

Green office

Jebsen Group integrates energy conservation, water resource management and waste management into our daily operations. The Group actively explores green practices to reduce our impact on the environment.

Energy Conservation

Energy conservation is crucial for reducing our carbon footprint. Through various initiatives, such as streamlining the operation of the Company's vehicles and enhancing energy efficiency. We place significant emphasis on using clean and renewable energy. Jebsen Motors' Porsche Centre Haining, the world's first Porsche Centre to attain LEED Platinum accreditation, uses solar photovoltaic panels for its power supply.



40%

In 2022, the Company's total electricity consumption declined by about 40%



75,548

In 2022, the solar photovoltaic system generated 75,548 KWH of electricity to the Porsche Centre Haining.





Go Paperless

In response to the “Digital First” strategy, the Group has implemented various projects to reduce paper usage. This includes replacing traditional materials like paper bulletin boards, providing all employees with eNamecards, and enabling online reimbursement through an iExpense system. Since 2022, Jebsen has incorporated smart printers in our offices located in Beijing, Shanghai, Guangzhou and other areas. These printers not only mitigate the risk of data leakage but also decrease unnecessary paper printing and waste.



30%

In 2022, our paper order quantity dropped by 24%, the volume of paper consumed reduced by 30% compared to the previous year

Reuse & Recycle

The management and recycling of waste is a crucial part of the Group’s green operations. We reduce our waste generation and maximise our use of resources through measures such as sorting, reusing and recycling.



3,549

In 2022, the Hong Kong office collaborated with third-party organisations to recycle 3,549 kg of paper waste.

Mr Alfons Mensdorff, the Group's CEO, announced the Declutter Competition's winning teams from various locations

Jebsen's First-Ever Group-Wide Declutter Competition

In August 2022, the Group held our first-ever group-wide Declutter Competition in our offices in Beijing, Shanghai, Guangzhou and Hong Kong. The competition encouraged employees to streamline their offices, clean their workstations and send waste papers to third-party companies for recycling and reuse.

During the competition, employees sorted through their miscellaneous items by discarding unnecessary items, recycling paper files after digitalising them and packing away unused

items. In order to properly handle the waste generated, Jebsen also collected recyclable items such as waste papers and plastic bottles for environmentally friendly treatment. To make the event more interesting, the Group prepared a game to guess the weight or quantity of items that were recycled or discarded in the office. In the end, the Hong Kong office recycled a total of 12 bags of paper and threw away 5 large wastebins, while a total of 201kg of waste papers and 156 plastic bottles were recycled from offices in Beijing, Shanghai and Guangzhou.





Water Resources Management

Jebsen Group is committed to reducing daily water consumption and wastewater discharge through effective water resource management.

Jebsen Motors' service stores have taken multiple measures to save water. Both the Porsche Centre Shanghai Minhang and Porsche Centre Haining employ rainwater recycling systems. After sedimentation and filtration, rainwater is used to clean vehicles, and the recycled rainwater can be used for irrigation and road flushing. The Porsche Centre Shenzhen Longhua is equipped with a wastewater recirculating filtration system, which can reduce the water consumption for car washing and also curb sewage discharge.

Hazardous waste management

Service stores under Jebsen Motors entrust qualified third-party companies to classify and collect hazardous waste, conduct regular inspections, store them after classification, keep records and punctually report to the national platform to ensure the proper disposal of hazardous waste. In addition, Jebsen Motors also recycles and reuses recyclable waste such as waste engine oil to facilitate resource recycling.

Climate-friendly Lifestyle

Partnerships

As a Founding Member and Double Diamond Member of WWF-HK, Jebsen Group has participated in the Earth Hour campaign for the 14th consecutive year. During the campaign, Jebsen switched off all non-essential lights,

neon signs and billboards across all offices and Porsche Centres in Greater China, encouraging employees to embrace a more sustainable lifestyle.





Eco activities

Jebsen always practices an environmentally friendly lifestyle, collaborating with employees and partners to build an environmentally friendly enterprise.

No Waste Foodie Challenge

During 2022's Mid-Autumn Festival, Jebsen launched our "No Waste Foodie Challenge" to highlight the close relationship between diet and climate change among employees and advocate minimising food loss and waste. More than 60

employees participated in the challenge and reduced their carbon footprints through actions like finishing all the food on their plates, using non-disposable tableware and buying locally produced food.

Caritas Computer Workshop – Computer Reuse Programme

Since 2006, Jebsen Group has participated in the "Computer Reuse Programme" run by Caritas Computer Workshop (CCW) in Hong Kong. The programme aims to extend the lifespan of computers and reduce the waste of IT resources in society. CCW recycles and upgrades old computers and donates them to those in need, for the benefit of society. Computers not suitable for reuse will be

disassembled and sorted according to the instructions of the Environmental Protection Department of the Government of the Hong Kong Special Administrative Region and sold to recyclers for recycling.

In 2022, Jebsen Group donated 28 desktop computers and 13 laptops to CCW for resource recycling, reducing our environmental burden.



04

Community Contribution

Project Morning Star

Life is Art

“Jebsen Inspiring HK!” Sports Programme

Jebsen Group Charitable Fund

Contribution to Education

Serving Local Communities

As a responsible corporate citizen, Jebsen makes continuous efforts to launch charity programmes in health, education and communities, and fund non-profit organisations. We strive to work with communities to build a better world together.



Community Contribution



○ **13.11M**

Jebsen's contribution to sustainability includes HK\$13.11 million in donations

○ **8**

In 2022-2023, Phase III of "Project Morning Star" was launched, with sub-centres set up in 8 regions

306

306 eye health professionals trained in Guangxi and Yunnan (equivalent to 340% of our target amount)

196,612

196,612 children have received vision screenings

127,888

127,888 people have engaged in children's eye health education (equivalent to 135% and 104% of our target figures)

○ **14**

Jebsen Motors officially signed a partnership agreement with the Guangdong Advanced Mechanic School of Gao Xin Tech to launch the Jebsen Motors Apprentice Programme. With 14 students given internship opportunities

87.5%

The selection rate of apprentices is as high as 87.5%

○ **478**

Since the launch of our "Life is Art" Programme in 2014, a total of 601 children have benefited from 478 art courses

602

With the support of 602 Jebsen volunteers



PROJECT MORNING STAR

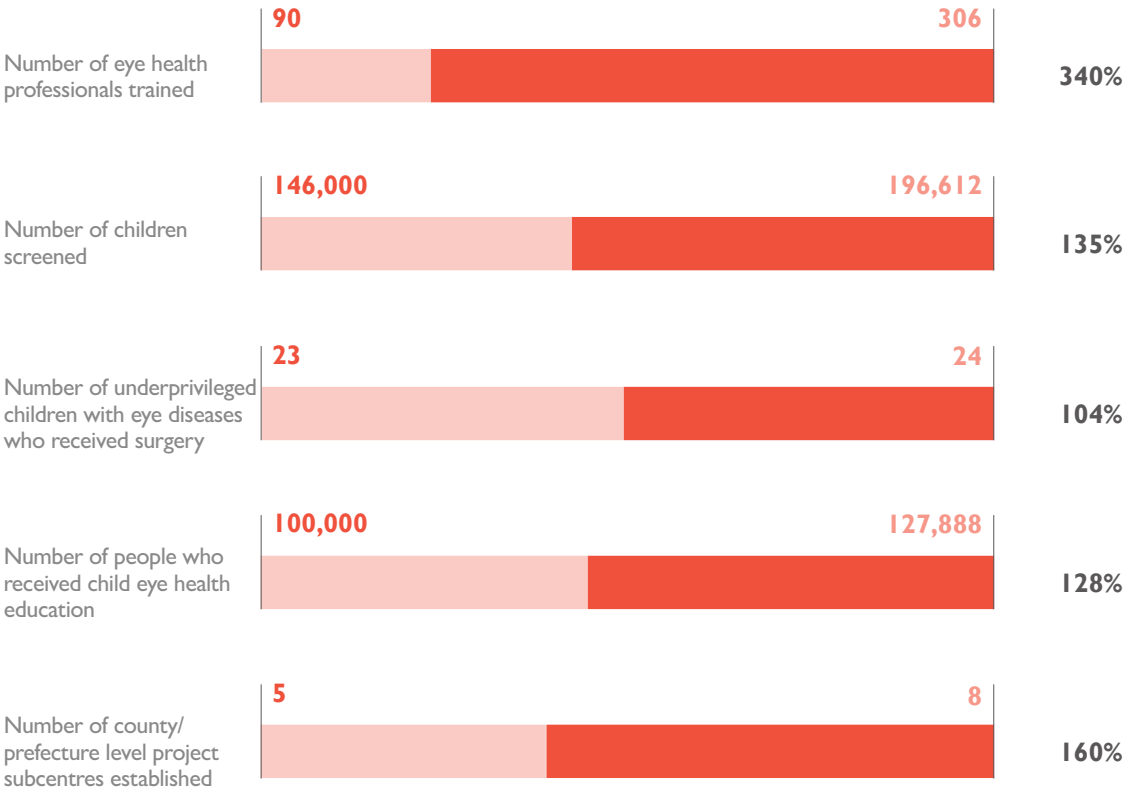
Project Morning Star

Staying true to our dedication to improve public health, we joined hands with international non-profit organisation Orbis to launch Project Morning Star in the Chinese mainland in 2011. Over the past 12 years, two five-year plans under the Project have been completed. Kicking off in 2021, Project Morning Star's third phase aims to improve eye health and vision care for children.

We completed the second milestone of Phase III in 2022-2023. During this stage, we established five county/city-level branch centres in the Guangxi Zhuang Autonomous Region and two

in Yunnan Province to meet children's increasing eye health needs in the Chinese mainland's underdeveloped areas. We also provided children with eye screening. As part of Project Morning Star, our Shanghai project partner (Shanghai Eye Disease Prevention and Treatment Centre) in collaboration with hospitals in Ningxia, Guangxi and other regions to organise a range of child-friendly eye health education activities.

Completion Percentage



■ Milestones 1 & 2 Targets (as of December 31, 2023) ■ Achievements (as of June 2023)

J SELECT X ORBIS “Darkness to Go” Campaign

To support World Sight Day on 13 October, 2022, J SELECT again partnered with Orbis 2022 “Darkness to Go” campaign, launching online and offline charity sales of 12 black products.

These products were offered to employees at a discount, delivering a pleasant shopping experience to customers while raising donations to help the blind see again.



241

During the campaign, we sold a total of 241 products



61,671

Donated 10% the proceeds totalling HK\$61,671 for global sight-saving work





Life is Art

In 2014, Jebsen launched our “Life is Art” programme to focus on the physical and mental health of children with autism, providing them with more care and equal educational opportunities.

Since 2021, our “Life is Art” programme has focused on vocational skills education for youths with autism. Partnering with Emmaus Bakery in Guangzhou City, the programme offered “Careers for the Future” courses to help these youths better integrate into society and realise their self-value by providing real-life internship placements. In 2022, both online courses and offline internships were offered to empower these teenagers in terms of vocational skills.



478

Over the past nine years, the programme has introduced 478 course sessions



602

Enlisted 602 Jebsen volunteers and helped 601 children



In terms of online lectures

The programme offers online lectures and baking courses to youths with autism, their families and teachers so that more people can learn about how to work with neurodivergent young people,

affording them improved access to employment. More than 300 neurodivergent young people, over 400 parents and more than 100 job coaches have benefited from these courses.



50

In 2022, five online courses about theoretical knowledge and how to make cookies were made available at 50 Huiling Service Points and related service agencies nationwide.





In terms of offline internship

20 interns were enrolled in a one-month internship project, rotating between in-store, cleaning, batching, styling and delivery positions to develop good work attitudes and learn how to work and communicate with others. During the

internships, tutors observed and recorded the performance of these interns, assessed them in terms of their work competence and professional capabilities, and proposed employment suggestions based on their strengths and expectations.



20

20 interns were enrolled in a one-month internship project



“Jebesen Inspiring HK!” Sports Programme

In 2020, Jebesen launched a five-year partnership scheme with the InspiringHK Sports Foundation and introduced the “Jebesen InspiringHK!” Sports Programme to provide long-term sports training opportunities for young students from grassroots families and help promote sports development in grassroots communities. 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 sports promotion days and corporate volunteer participation initiatives. It is estimated that 2,200 grassroots students will benefit from the programme each year.

Jebesen-Sponsored “Kai Ching Enchanters” Crowned First-Ever Champion of Girls WELL DUNK! Tournament

The InspiringHK Sports Foundation’s WELL DUNK! Girls Basketball Programme is a pilot programme that kicked off in September 2021. As one of its first founding sponsors, Jebesen donated HK\$130,000 to one of four “public housing-based” basketball teams, Kai Ching Enchanters. These past six months of training and mentorship have greatly boosted the girls’ confidence and

athletic ability, while dismantling the stigma that girls are less capable in sports. In July 2022, the WELL DUNK! Public Estate Basketball League and Training Programme Grand Finals for Girls came to an end at Southern Playground. After a fierce contest, the Jebesen-sponsored Kai Ching Enchanters won the championship with a score of 46:45.



Jebsen Group Charitable Fund

The Jebsen Group Charitable Fund (JGCF) was established as part of the Group's 125th anniversary celebrations, with the clear purpose of generating long-term investment income for charities in Hong Kong and the Chinese mainland. The Fund aims to help local charities grow stronger and continue their vital work, meaning that even more people can benefit from their services, contributing to the long-term betterment of society.



6

In 2022, the number of JGCF's charity partners increased to 6

JGCF pays close attention to social mental health, collaborating with six non-profit mental health organisations in Hong Kong to provide specific services that address common mental health issues. In 2022, Jebsen partnered with the Hong Kong Mental Health Foundation to recognise outstanding local mental health advocates.



8.2M

with donations totalling HK\$8.2 million, contributing to the long-term betterment of society





Contribution to Education

Jebsen's Education Fund has sponsored the Hong Kong University of Science and Technology Scholarship since 1995. We initially founded the Michael Jebsen Business Education Fund in 2013, followed by the Jebsen David von Hanseemann Science Professorship Education Fund in 2015.

In 2022, the Jebsen Scholarship was established at Hong Kong Academy to sponsor up to eight secondary school students over three to five years. This initiative ran in collaboration with partners to promote educational equality and socio-economic inclusion.

Jebsen Motors Launches Apprenticeship Programme

On March 9, 2022, Jebsen Motors signed a partnership agreement with Guangdong Advanced Mechanic School of Gao Xin Tech to launch the Jebsen Motors Apprentice Programme. The Jebsen Motors Talent Cultivation Base was also officially unveiled at the school at the same time. Offering a targeted training programme of skilled workers benefits both the school and the company, while also implementing the national strategy for vocational education and training skilled workers.

Together with the school, Jebsen Motors has organised a series of teaching and exchange activities, such as lectures by Jebsen instructors, practical tests, internship projects, sessions at Porsche centres and skill competitions. This programme has enhanced the expertise and skills of both the school's students and its teachers, helping the school improve its teaching and experiences to better support its skilled workers.



14

After training for over a year under the programme, 14 students were given internship opportunities with Jebsen Motors in 2022



87.5%

Admission rate of 87.5%



Serving Local Communities

Jebsen actively engages in local community activities, encouraging employees to help vulnerable groups and make contributions to their sustainable development.

Developing a SAVE & SHARE Habit

Jebsen has now organised our SAVE & SHARE Food Bank Campaign for several years. Each spring and Mid-Autumn Festival, we collect surplus food

items donated by our employees and share them via local food banks and their partners, reducing food waste and supporting vulnerable groups.

Siu Sai Wan Christmas Party for the Elderly

Every year, we host a Christmas party for the elderly in Siu Sai Wan, Hong Kong. With the Group's sponsorship, Siu Sai Wan Housing for the

Elderly held a Christmas celebration on December 24, which saw Jebsen volunteers and residents celebrating Christmas together online.





05

Corporate Governance

Compliance and Responsible Operations
Risk Control

Jebsen's success over the past 125 years is built on the reputation of a compliant and trustworthy organisation, anchored on a strong internal foundation of trust and responsibility. We believe in conducting business with integrity for our success and our employees' personal and professional growth.





Corporate Governance

10

4 ethics and compliance training sessions were delivered to directors and executives;
6 sessions were delivered to new employees

253

A total of 253 person-time participated in ethics and compliance training sessions

99.3%

99.3% of employees declared a conflict of interest statement

Compliance and Responsible Operations

Business Ethics

Jebsen has launched an ethics and compliance program to practice its core values. With the support of the Board of Directors and group management, the *Code of Ethics and Business Conduct*, company policies and procedures, and training on ethics and compliance are the major content of the compliance plan. .

Code of Ethics and Business Conduct

The Group develops and publishes the *Code of Ethics and Business Conduct* in English, Traditional Chinese, and Simplified Chinese versions. This guides every employee on their daily behavior with the highest standards of ethics and integrity. In 2022, Jebsen Group launched a new *Insider Trading Policy* to supplement its *Code of Ethics and Business Conduct*. This policy provides ethical standards, and "do's" and "don'ts" as guidance for all employees to understand and comply with insider trading laws in different jurisdictions.

Company policies and procedures

The Group observes all laws and regulations of each operating location. In addition, under the guidance of the *Code of Ethics and Business Conduct*, Jebsen has established detailed internal systems, processes, or guidelines for issues such as anti-corruption, anti-competition, customer privacy, marketing, and advertising practices, to ensure that employees are compliant with laws and regulations in all business activities.

Training on ethics and compliance

The Group provides regular ethics and compliance-related training to the newly joined employees to emphasise its ethical and compliance principles. In 2022, Jebsen Group provided compliance training for the newly joined employees, including the *Code of Ethics and Business Conduct*, the three lines of defence model, reporting of fraud or misconduct, and conflicts of interest.



253

Total number of trainees covered by ethics and compliance training

Anti-corruption and Anti-bribery

Jebsen Group regards honesty, integrity, and fair play as values that must be upheld by our employees at all times.

We adhere to honest business transactions and embrace a zero-tolerance policy for all forms of bribery and corruption. We incorporate anti-corruption and anti-bribery concepts into our daily operations. Adhering to all applicable anti-bribery laws and regulations in regions we operate

in, we provide clear guidance on the daily behavior of all employees through policies such as the *Code of Ethics and Business Conduct*, and *Gifts, Entertainment, and Hospitality Policy*.

Jebsen Group runs a conflict of interests declaration program that requires employees to declare conflict of interests on a regular basis.



99.3%

In 2022, the declaration rate for conflict of interests reached 99.3%





Special Training on Conflicts of Interest of Jebsen Group

In August 2022, Jebsen Group organized a special training on conflicts of interest in the real estate investment field. The training helped relevant colleagues gain a deeper understanding of Jebsen Group's policies on conflicts of interest and conflicts of interest they encountered in reality.

This training has enabled us to discover that we might be involved in different potential conflicts of interest in different business sectors. In view of this, Jebsen plans to continue with promoting targeted conflict of interest training based on the characteristics of different business lines in the future to enhance employees' moral awareness.

The training was held in the form of online meetings, and the content included:



The importance of Jebsen Group's core values and the Code of Ethics and Business Conduct;



Introduction to the compliance structure of Jebsen Group and clarification of responsibilities of employees at all levels;



Briefing and case analysis on the types of conflicts of interest in the real estate investment industry.

Whistleblower Protection

Jebsen Group puts forward the *Reporting of Malpractices & Speaking Up* policy. Employees are encouraged to truthfully report suspected misconduct to help the Group identify the risks of related unethical behavior, ensuring its responsible operations.

In terms of reporting channels, Jebsen has established various reporting channels such as letters and emails, and the channels are open to all shareholders, customers, suppliers, principals, contractors, and all employees of the Group.

For whistleblower protection, we strictly keep confidential all reports and information provided, and protect the anonymity rights of whistleblowers. Jebsen Group takes all

reasonable measures to ensure that employees will not be at risk of any form of retribution as a result of reporting malpractices in good faith and reasonable manner.

Reporting Channels of Jebsen Group:



Letters: General Manager,
Group Internal Audit at 21/
F, Hysan Place, 500 Hennessy
Road, Causeway Bay, Hong
Kong



E-mail: reportmalpractice@jebsen.com



Information Security and Privacy Protection

Jebsen Group has issued the *Data Security Policy*. It is prepared according to different regions of its operational business and updated every two years to ensure its daily data security.

In 2022, We performed a comprehensive network security assessment to identify potential risks and corresponding mitigation plans. Immediate actions were then taken on identified potential risks to ensure the security of the network information.

In addition, the Group launched a campaign to prevent phishing risks in 2022 to improve employees' awareness of cybersecurity risks in their daily work.

Jebsen Group's Network Security Protection Measures

➤ Security Risk Assessment

- Jebsen Group conducts a comprehensive assessment of network security to identify potential risks. On such basis, we develop mitigation plans and publish a network security assessment report.

➤ Remedial Measures

- Jebsen Group started to take network security remedial measures to reduce potential risks in Q3 2022 and put them in place in Q1 2023. So far, these remedies have covered and addressed all major network security issues.

➤ Approaches and Best Practices

- Jebsen Group makes use of modern security tools such as endpoint protection, zero-day protection, EDR, and behavior monitoring to prevent, detect, and respond to attacks.
- Jebsen's 24/7 security operation centre monitors potential security threats in real time, and independent third-party security experts are employed to regularly conduct penetration test on our internal network and network applications.
- Jebsen Group has developed an IT disaster recovery plan so that key IT systems are protected and business continuity is maintained.
- The Group server is subject to security patch updates every two months to prevent known vulnerabilities and exploits.

For privacy protection, the Group regularly reviews the established *Jebsen Group's Privacy Policy*, *Personal Data Privacy Guidelines* and other related policies. The Guidelines strictly regulates the collection, processing, and protection methods of information of employees, customers, and third parties. This demonstrates Jebsen Group's commitment to privacy and data protection, and enhances the Group's reputation and brand value.

Risk Control

Risk Management

Risk management is a key component of Jebsen Group's daily management. Jebsen Group has developed the *Risk Management Policy Manual*. A comprehensive framework has also been set up for identifying, evaluating, and managing risks internally.

The Group's risk management framework (RMF) consists of five interrelated components. This

RMF offers a process for identifying, evaluating, processing, monitoring, and communicating key risks. This enables management and the Board of Directors to understand the risks we face at the organisational and business activity levels, which allows them to incorporate effective risk management into our business operations.

Jebsen Group's Risk Management Framework





The Board of Directors is fully responsible for the Group's risk management system and oversees risk management activities. Moreover, the Board of Directors is responsible for reviewing the risks and uncertainties of the Group, as well as potential changes in risks.

The Risk Management department of the Group assists the Board in fulfilling its risk management assurance and reporting responsibilities. For independence and objectivity, the Risk Management department reports to the Board in light of functions and has comprehensive and unrestricted access to all business functions, records, assets, and personnel.

Internal Control

An effective internal control system aims to protect assets from misappropriation, maintain proper records, and ensure the compliance with applicable laws and regulations. It also helps to promptly identify and manage significant risks that could adversely affect the organisation. The Group's management team is responsible for creating, implementing, and maintaining an effective internal control system. The Group has established policies, procedures and guidelines to govern the key processes and controls of the business operations. In addition, the Group has set up clear roles and responsibilities and authorities to support an effective internal control system.

The functional departments and business lines of the Group regularly review and monitor business processes to identify internal control deficiencies and misconduct. The Internal Audit department performs independent review on the effectiveness of the Group's internal control systems according to the annual audit plan prepared based on a risk-based approach.

Jebsen Group conducts regular reviews and evaluations of the adequacy and effectiveness of its corporate governance, risk management, and internal control processes, ensuring the legality and compliance of all processes and related work of the Group.



About this Report

This report marks the 15th consecutive year that Jebsen Group publishes its annual Sustainability Report ever since 2009. It explores and documents our effective practices in the area of sustainability in 2022. The report covers our relevant endeavours in 2022, examining the current efforts and future aspirations in “People Oriented”, “Innovation and Excellence”, “Climate Action”, “Community Contribution” and “Corporate Governance” across our diverse business lines.

Report Scope

The report covers all entities under Jebsen Group that have control or major impact over the Group’s finance, operations policies and practices, including Group Functions, Beverage, Consumer, Motors, and Jebsen Capital. It summarises the Group’s operations in the Greater China region and its economic, environmental and social implications from January to December 2022. All data and information used in this report are sourced from Jebsen official documents and reporting. Jebsen Group herein may be referred to as “Jebsen”, “the Group”, or “We”.

Report Index

This report is compiled based on the Sustainability Reporting Standards set by the Global Reporting Initiative (GRI), and referred to Sustainable Development Goals (SDGs) set by the United Nations.

Report Publication

This electronic report will be released simultaneously in Simplified Chinese, Traditional Chinese, and English in October 2023. For online reading or downloads, please visit: www.jebsen.com.

Feedback

Your comments will enable us to refine future Sustainability plans and are therefore highly valued. Please contact us at feedbackonCSR@jebsen.com, all correspondence will be treated in strict confidence.

GRI Standards

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Sustainability Performance

People Oriented	Unit	2020	2021	2022
Total number of employees	person	2,020	2,158	2,145
Gender ratio				
Female (All Staff)	%	46.1	44.6	45.2
Male (All Staff)	%	53.9	55.4	54.8
Female (Management)	%	41.8	42.5	41.9
Male (Management)	%	58.2	57.5	58.1
Age distribution				
< 25	%	5.7	5.0	4.1
25-35	%	41.9	41.9	41.1
35-45	%	36.6	38.0	39.8
45-55	%	12.0	11.7	11.4
> 55	%	3.8	3.4	3.6
Location distribution				
Hong Kong	%	40.0	35.8	34.3
Northern China	%	7.9	11.6	11.1
Central China	%	26.3	27.5	29.8
Southern China (excluding Hong Kong, Macau, Taiwan)	%	24.2	24.4	24.1

People Oriented	Unit	2020	2021	2022
Macau and Taiwan	%	1.6	0.6	0.7
Remuneration and welfare				
Enrolment in Social Insurance Plan ²	%	100	100	100
Coverage of Physical Health Check and Health Record	%	86	86	85
Average Annual Leave per Employee	Day	12.9	12.3	12.6
Training				
Total Training Participation	Person-Time	1,947	5,023	2,897
Total Training Hours	Hour	3,619	11,349	57,629
Training Hours per Capita	Hour	1.79	5.26	26.87
Total Training Investment	million HK\$	0.14	0.53	1.02
Training Investment per Capita	HK\$	71	247	476
Total Number of Internal Promotions	Person	109	175	151
Percentage of Promoted Employees	%	5.4	8.1	7.0
Number of employees suffering work injuries	Person	16	28	4

¹Only including employees signing labour contracts with Jebsen

²Excluding retirees and early retirees

Innovation and Excellence	Unit	2020	2021	2022
Customer communication				
Jebesen Motors Customer Satisfaction ³	Score	9.63	9.77	9.74
Completion rate of customer complaints against Jebesen Motors ⁴	%	100	100	100
Suppliers				
Number of Jebesen Motor's suppliers	/	/	/	61
Among them, North China	/	/	/	2
East China	/	/	/	30
South China	/	/	/	15
Central China	/	/	/	1
Hong Kong, Macau and Taiwan	/	/	/	13
Climate Action	Unit	2020	2021	2022
Greenhouse gas emissions				
Total greenhouse gas emissions (Scope 1)	tonne CO2e	915.74	924.58	940.04
Total greenhouse gas emissions (Scope 2)	tonne CO2e	14,100.16	17,383.45	10,477.39
Total greenhouse gas emissions of Scope 1 + Scope 2	tonne CO2e	15,015.90	18,308.03	11,417.45
Greenhouse gas emission intensity	tonne CO2e/HK\$ billion	913.68	890.90	622.20
Electricity consumption				
Electricity consumption in Hong Kong offices	kWh	211,089	224,668	243,548
Electricity consumption in Beijing offices	kWh	73,508	68,461	51,219
Electricity consumption in Shanghai offices	kWh	194,601	128,519	114,712
Electricity consumption in Guangzhou offices	kWh	65,152	41,311	36,691

Climate Action	Unit	2020	2021	2022
Gasoline consumption				
Gasoline consumption in Hong Kong offices	litre	11,273	13,380	4,901
Gasoline consumption in Beijing offices	litre	345	380	168
Gasoline consumption in Shanghai offices	litre	1,298	1,412	620
Gasoline consumption in Guangzhou offices	litre	1,650	1,087	785
Waste paper recycled				
Volume of waste paper recycled in Hong Kong offices	kg	5,349	14,549	3,549
Community Contribution	Unit	2020	2021	2022
Sustainability investment, including donation	million HK\$	8.53	12.77	13.11
Corporate Governance	Unit	2020	2021	2022
Ethics and compliance training				
Declaration rate for conflict of interests	%	/	96.1	99.3
Total number of ethics and compliance training sessions	/	/	/	10
Total number of trainees covered by ethics and compliance training	Person-time	/	/	253
Number of corruption lawsuits filed and concluded against the Group ⁵	/	0	0	0
Number of corruption lawsuits filed and concluded against employees ⁵	/	0	0	0
Number of cases related to anti-trust/anti-competitive practices	/	0	0	0
Number of information security incidents	/	0	0	0

³Statistical source: The average value of the index of Porsche China's new car and after-sales customer satisfaction survey through telephone calls and questionnaires during the statistical year (a full score of 10 points)

⁴Note: The target is 100% while individual cases were not closed in the statistical year but in the next year.

⁵Case refers to the number of cases that have been adjudicated by the Court.



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