



# 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 130 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 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.



Headquartered in  
**Hong Kong**



**10** additional offices  
across Greater China



**2,000+**  
employees in  
Greater China



**c. USD 1.7bn**  
Revenue (FY 2024)

## We are our brand partners' long-term strategic co-pilot in Greater China



Jebsen is our brand partners'  
**Strategic Co-pilot** in  
Greater China



### Jebsen one-stop solution for success

Planning and  
Strategy



**LOCAL KNOW-HOW  
AND INSIGHTS**



**CORPORATE  
INFRASTRUCTURE**

Brand  
Building



**INTEGRATED  
MARKETING**



**MEDIA &  
ADVERTISING**

Retail and  
Distribution



**E-COMMERCE**



**OFFLINE RETAIL  
& DISTRIBUTION**

Investment



**EQUITY PARTNERSHIP**

Jebsen's success is shaped by a close collaboration amongst business lines & reputable business partners

## BUSINESS LINES

### Motors

Jebsen Motors has represented Porsche for 70 years, starting in Hong Kong in 1955 and subsequently in the Chinese Mainland in 2001. 21 Porsche locations offering sales, aftersales and other services across 8 major cities in Greater China.

PORSCHE



### Beverage

As an excellent beverage operator, Jebsen Beverage has a premium portfolio of leading self-owned and exclusively distributed brands across beer, wines & spirits, and wellness beverages.



### Consumer

Jebsen Consumer enrich the everyday life of our consumers with a carefully curated selection of retail brands across consumer electronics, home appliances, watches, pet care and much more. For over 40 years, Jebsen Consumer has distributed a variety of world-renowned premium lifestyle brands in major cities across Greater China.



### Jebsen Capital

Jebsen Capital is our in-house growth investments engine. By investing in outstanding companies with defensible business models, strong product innovation, and significant growth potential, we are opening a new chapter of growth for the company.



## AWARDS & RECOGNITION

Jebsen is proud to be recognised by some of the most important industry and ESG awards

### Selected top awards:

- 2022 DHL/SCMP Hong Kong Business Awards: Enterprise Award
- 2022/23 15 Years Plus Caring Company
- Leadership in Energy and Environmental Design: Platinum Certification
- 2022-2024 Hong Kong Green Organisation
- 2024 CarbonCare® Star Label
- 2024 CarbonCare® Champion Label
- 2024 CSR China Top 100 – Sustainable Responsibility 100
- 2024 TVB ESG Award
- 2024/25 HKIHRM HR Excellence Awards

