



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 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 JCAP. 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 offices across
Greater China



2,000+
employees in
Greater China



c. **USD 1.5bn**
Revenue (FY 2025)

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 over 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. In 2025, Jebsen Motors has become the exclusive distributor of AITO in Macau.

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.



JCAP

JCAP is a modern multi-asset investment platform built for independent thinkers, investing across public and private markets, asset classes, and geographies with institutional rigor and entrepreneurial agility.



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
- 2022-2024 Hong Kong Green Organisation
- Leadership in Energy and Environmental Design: Platinum Certification
- 2024 TVB ESG Award
- 2024 CSR China Top 100 – Sustainable Responsibility 100
- 2024/25 HKIHRM HR Excellence Awards
- 2024/25 15 Years Plus Caring Company
- 2025 CarbonCare® Champion Label
- 2025 Marketing Excellence Awards: Excellence in Brand Strategy- Bronze

