



**JEBSEN
INDUSTRIAL**

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The evolution of value creation

It is and has always been the purpose of business to create and deliver value in a way that generates profit. At Jebsen Industrial, how we achieve this continues to evolve as the needs of our customers and partners change.



We have journeyed with China from the beginning of the Industrial Revolution, through to the Information Age and, now, into a service- and creativity-based economy. The Economist Intelligence Unit predicts that consumption will continue to be a key driver of economic growth in China as its population of high-income earners skyrockets from 2.6% in 2015 to 14.5% in 2030. This means that customers have and will continue to become increasingly sophisticated in making purchase decisions and that we must learn to create even greater value through innovative and customised solutions.

At the heart of this is our entrepreneurial spirit and culture of innovation, which has been recognised with the Jebsen & Jessen Family Enterprise receiving the prestigious IMD-Lombard Odier Global Family Business Award at the end of 2016.

Indeed, our ability to adapt our business model to the changing times is key to our sustainable success. In this regard, our Cinematic & Broadcasting Solutions business has done exceptionally well by collaborating with industry leading Thales Angénieux to develop the new Type EZ Series zoom lenses for the growing prosumer market. Our Automation & Services has also brought its partnership with Germany's Teupen to the next level by working together to secure high-profile projects in Hong Kong and Macau overcoming competition in a smart way.

While agility is crucial in business, there are things that should not change. Our commitment to environmental conservation, for example, remains steadfast – also with our Building Products business using Green, Intelligent and Sustainable products to customise integrated solutions for customers. This applies to human capital, too. People are our most valued asset and we continue to create refreshing and inventive ways to keep them in action and commitment. From social and recreational activities to the new Jebsen Industrial Information Exchange Square, there is always something exciting happening in our offices.

I invite you to read on and be part of our value creation process.

Maximilian von Stillfried
Managing Director, Jebsen Industrial



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Zooming in on value



*Philbert Chin
General Manager, Cinematic &
Broadcasting Solutions,
Jebsen Industrial*

Jebsen Industrial collaborates with Thales Angénieux to offer unprecedented optical quality at an affordable price.

In September 2016, Jebsen Industrial and long-standing principal Thales Angénieux wowed the world when they unveiled the new Angénieux Type EZ Series of optical zoom lenses at IBC 2016. Visitors to the premier annual event for the global cinematic and broadcasting industry, held in Amsterdam, were the first to view the lenses, which offer professional optical quality at an affordable price. Mr Philbert Chin, Jebsen Industrial's Cinematic & Broadcasting Solutions Business Line Leader, shares more.

Tell us about Jebsen Industrial's motivation for co-developing the Angénieux Type EZ Series lenses.

Jebsen Industrial Cinematic & Broadcasting Solutions is well known and well regarded as an industry leader in Greater China. At Jebsen Industrial, we have often discussed developing business models to create value for our customers. Leveraging our existing capabilities and market experiences, the Angénieux Type EZ lens project is an example of how we are taking the first step to change the current business model. We pride ourselves on helping our customers 'Capture Beyond Limits' through our unique multi-brand, multi-channel approach. While we have traditionally focused on the professional segment of the market, such as feature films, we believe that the prosumer segment is underserved.

It is a huge market and it continues to grow, especially now that the lines between professional and prosumer are blurring. There are many independent videographers and cinematographers, for example, who are looking for more cost-effective solutions that allow them to work with different camera brands and formats and travel light with a minimal amount of gear. We shared our market insights with Angénieux and worked with them to create the Type EZ Series lenses to specifically bridge the gap between photography zoom lenses and their highly acclaimed OPTIMO/OPTIMO STYLE family of lenses used in the motion picture industry.

So both the professional and prosumer segments are a focus for Jebsen Industrial?

Yes, that's right. We strive to be a trusted business partner and total solutions provider for both segments. Our multi-brand, multi-channel approach gives us unparalleled flexibility to customise solutions for the specific needs of each customer.

For example, in the market today, many camera makers are introducing exclusive lenses for their product lines and are applying different sensor sizes from S35 to VistaVision/Full Frame. We are bucking the trend by offering future proof lenses that work with all camera brands and systems. The Type EZ lenses feature an exchangeable rear block to cover a wide array of image circle sizes, achieving a similar field of view as S35 and FF/VistaVision with extra gain in T-stop. Our customers can also easily change between PL, Canon EF and Sony E mounts based on their needs. When configured for S35 cameras, the Type EZ lenses, at F1.9/T2, are among the fastest in the industry. They cover an image circle size of up to 30mm diagonal for cameras recording in HDTV/UDTV modes and APS-C format DSLRs. The large format rear group also converts them into F2.8/T3 lenses, covering an image circle to 46mm. Together, the EZ-1 and EZ-2 lenses form a very fast and compact lens kit that covers a wide image range of 15mm to 135mm. It essentially hits four birds with one stone, offering a great balance between quality, size, weight and cost.

At the same time, we intend to strengthen our solutions and services for prosumer customers. As China is regarded as the fastest growing film and TV market, and estimated to surpass Hollywood in terms of box office sales by 2018, it was critical to ensure that the Chinese user feedback was taken into consideration when developing the Type EZ lens. We're glad that the lenses are being well received by the Chinese market. In fact, pre-order sales figures across Asia have exceeded our initial projections by 15% to 20%. This tells us that we are on the right track, so we are not ruling out the possibility of developing other products and expanding the Type EZ Series.

When one size doesn't fit all

Building Products creates business success by listening and delivering on its customers' precise needs.

Every building construction project is different and for Jebsen Industrial's Building Products business, this means that each is an exciting new opportunity to customise integrated solutions for its customers.

The process begins with ensuring that the team has a thorough understanding of the customer's needs, challenges and requirements. Then, with a view of maximising the technological, commercial and environmental benefits of each project through Green, Intelligent and Sustainable products, the team develops a customised solution of decorative and architectural building products by drawing on its global network of over 30 premium brands. This approach has led Building Products to secure many high-profile projects.



Enhancing Hong Kong's harbourfront Building Products was appointed to install an environmentally friendly decking system to revitalise the open space along the waterfront area of the Western Wholesale Food Market in Hong Kong. For the Harbourfront Enhancement and Revitalisation project, the team recommended an FSC-certified timber decking and pedestal support system to cover the 1,300sqm leisure zone. With its experience in large-scale decking system projects for public areas, Building Products impressed the customer with a solution that met the environmental rating requirements while being robust and durable to support the high-traffic area.

Meeting Porsche's exacting brand standards

In 2016, Building Products was entrusted with the interior fit-out works for Porsche Centre Hong Kong's new aftersales facility in Hung Hom. The win was largely due to



the team's understanding of the German luxury sports car brand's precise interior fit-out standards, which are strictly applied to its service centres worldwide. Winning the contract was just the first step, however, as the team had only two months to coat 6,000sqm of the workshop wall and ceiling surfaces with a concrete protection solution and create a decking and roof garden green wall for the office area. The team used its collective experience and expertise to ensure that it delivered the project on schedule and passed Porsche's stringent quality checks with flying colours.

Securing access for Cathay Pacific

The Building Products team has also put together an integrated ironmongery solution for the new Cathay Pacific Catering Centre in Hong Kong. Having extended its existing facility with a new 4-storey building, Cathay Pacific Catering Centre were able to increase their capacity by 40%. Given the customer's emphasis on the security and safety of the centre's food production areas, the team developed a well-coordinated and reliable ironmongery package sourced from different industry-leading manufacturers. Much to the customer's delight, they also worked closely with the manufacturers, architect and contractor throughout the project to ensure seamless integration of the different ironmongery products.

"As a trusted solution provider, we believe in first listening to our customers. This allows us to create value by translating their needs and challenges into a feasible, integrated solution that is delivered professionally and promptly," shared Wilson Wong, General Sales Manager, Building Products.

Twice the honour

Jebsen & Jessen Family Enterprise is recognised as a leading family business with two major awards in 2016.

The Jebsen & Jessen Family Enterprise, which comprises Jebsen & Co., Jebsen & Jessen (South East Asia), Jebsen & Jessen (Hamburg) and GMA Garnet, ended the year 2016 on a high note with two highly coveted awards for business excellence.

In November 2016, the Jebsen & Jessen Family Enterprise joined the ranks of world-class companies like LEGO, S.C. Johnson and Hermès as recipient of the 21st IMD-Lombard Odier Global Family Business Award. The award recognises firms that are exemplary in uniting family interests with those of the business and in combining tradition and innovation while demonstrating a clear commitment to their local community.

"Jebsen & Jessen Family Enterprise is a flagbearer for family business excellence and has successfully blended an enduring



entrepreneurial spirit with the strong commitment to sustainability, environment and its many partnerships. The company goes beyond merit in receiving this year's prize," said IMD President Dominique Turpin.

Just a month earlier, sister group Jebsen & Jessen (South East Asia) was also conferred the Singapore 2016 EY-Barclays Family Business Award of Excellence at the EY Entrepreneur of The Year Awards.



Reaching new heights

Automation & Services partners with Germany's Teupen to secure two major projects in Hong Kong and Macau.

For many years, Jebsen Industrial's Automation & Services business line has worked collaboratively with Teupen, the world's leading solutions partner for access solutions at height. While the German manufacturer provides aerial work platform solutions, Automation & Services offers sound engineering advice, technical training and after-sales support. The team allows customers to benefit from a global solution that has been localised to their specific needs.

This convincing value proposition has helped the team secured two major projects, including the construction of the new hotel and casino resort, MGM COTAI in Macau. Two work platform solutions from the Teupen LEO series, model LEO 36 T and LEO 50 GT (max. working height of 36m and 50m respectively), will become part of the HK\$24 billion project, which is expected to open in the second quarter of 2017.

The team will also contribute greater connectivity between Mainland China and Hong Kong by deploying two work platforms, which are also the LEO 50 GT, for

serving the MTR Corporation's West Kowloon Terminus. It is the terminus of the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link, which is said to be the largest of its kind in the world and handle approximately 99,000 passengers per day.

"We have enjoyed a synergistic relationship with Teupen for many years. By combining their world-class technology with our local market knowledge, we are able to deliver strong customer value that is unique to Jebsen Industrial," said Rachel Cheung, Business Line Leader of Automation & Services.



Making industry connections

JCineCast engages the cinematic and broadcasting community in Hong Kong, Shanghai and Guangzhou.



With its multi-brand, multi-channel approach to serving the market, Jebsen Industrial's Cinematic & Broadcasting Solutions business invests time in engaging industry players through a variety of industry events.

Debuting global solutions in Hong Kong

On November 4, 2016, Jebsen Industrial was honoured to be invited to participate in the 22nd Annual Meeting of the Society of Motion Picture and Television Engineers (SMPTE) Hong Kong. The Hong Kong section of the international, award-winning technical society for film, television, video, computer imaging and telecommunications, celebrated its anniversary with a series of events including a product showcase.

Jebsen Industrial, represented by its industry brand JCineCast, headlined its participation by being the first to debut two global solutions in Hong Kong — the RED Epic-W 8K S35 professional digital camera and the Angenieux Type EZ Lenses. As a complete solution provider, it rounded up its exhibition line-up with the Schneider-Kreuznach Xenon FF Lenses, the Schneider-Kreuznach Filters and as well as Bright Tangerine Matte Boxes and Follow Focus. With this impressive line-up, the JCineCast team engaged over 300 visitors at the one-day showcase.

Enabling cinematic storytelling

In addition to supporting industry events, JCineCast continues to organise its own seminars and workshops to share its knowledge with the community. In November 2016, it hosted a seminar, 'The Cooke look' in Beijing for Cooke anamorphic lenses and 'Beyond Perfect Pictures: Telling a Story with Good Lenses and Filters' for Schneider lenses in Shanghai and Guangzhou. The goal was to help industry players maximise the cinematic benefits of different lenses and lens filters.

"We believe that the first step to 'Capturing Beyond Limits' is helping our customers become familiar with the many different products available in the market and understand which is best suited for their needs. We are delighted to share our expertise with them through such events, so that they are given a hands-on opportunity to experience how they can easily mix and match products for the best results," said Mr Philbert Chin, Business Line Leader of Cinematic & Broadcasting Solutions.

Breaking new ground

Jebsen Industrial presents cutting-edge technology by SOFTAL to the Chinese plastics processing industry.

Jebsen Industrial, led by its Automation & Services business line, participated in the 2016 China International Plastics New Material, New Technology, New Products Exhibition from November 6 to 8 in Nanjing.

The technology-based exhibition organised by the China Plastics Processing Industry Association focused on the full industry value chain, making it a perfect platform for Automation & Services to showcase its world-class solutions. It partnered long-standing principal and Europe's leading corona equipment manufacturer, SOFTAL, to present solutions that have the potential to be game-changers for industry players.

The highlight was clearly the SOFTAL Aldyne™, a multi-function corona and plasma treatment solution that achieves extremely high and long-lasting treatment levels without blocking effects on polymer films such as BOPP, cast PP, BOPET, PE and

many others. Developed by SOFTAL and Air Liquide, the Aldyne™ process eliminates the need for pre-treatment primers. Instead, optimal adhesion of inks, lacquers and coatings is achieved by modifying the film surface in a pure gas phase process.

In addition to seeing the technology first-hand at the exhibition, over 150 visitors to the Jebsen Industrial booth also learnt that the SOFTAL Aldyne™ is optimised for research and development environments to support new product developments, testing and market launches.



Mark your calendar!

Jebsen Industrial prepares to meet key industry sectors at a series of trade-shows in the coming months.

In the first half of 2017, Jebsen Industrial will participate in six major tradeshow across key industry sectors to engage the community and showcase its latest solutions. Visitors are welcome to connect with the respective Jebsen Industrial teams at their tradeshow booths. Please visit www.jebsenindustrial.com for more information.

Industry	Tradeshow	Details	Brand Highlights
Cinematic & Broadcasting	Broadcast Asia 2017	May 23-25, 2017 Suntec Singapore Intl. Convention and Exhibition Centre	IBE Optics, Schneider Kreuznach, Panther
Environmental Solutions	G-Power 2017	May 4-6, 2017 Shanghai New International Expo Centre	John Deere
Food, Nutrition & Health	Food Ingredients China 2017	Mar 24-26, 2017 National Exhibition and Convention Centre (Shanghai)	Sensus, Nexira, DEK, ABAC, WeiWanJia
	Hotelex 2017	Mar 28-31, 2017 Shanghai New International Expo Centre	WeiWanJia
	Bakery China 2017	May 10-13, 2017 Shanghai New International Expo Centre	WeiWanJia, Weishardt, WenLan, Futura
	Healthplex & Nutraceutical China	Jun 20-22, 2017 Shanghai New International Expo Centre	ABAC, Weishardt, Nexira, Graminex, MNL Group

Sharing is caring

The new Jepsen Industrial Exchange Square encourages staff to connect on a social level

In the beginning of the year, the installation of a large message board in all major Jepsen Industrial offices drew the curiosity of staff. This is the Jepsen Industrial Exchange Square, a new internal communication platform for employees to interact and share social and leisure news among themselves, which enhances communication between employees and makes the office lifestyle more vibrant and exciting.

The wall is divided into six sections: Family News (to share information about new joiners, weddings, newborns, etc.), 'I Want to Praise' (a place to express appreciation for fellow colleagues), Major Events (news about internal and external events), 'Did You Know?' (to share fun facts and life trivia), Marketplace (to facilitate



peer buying and selling) and Good Deals (to inform others about sales, discounts and promotions).

"JI Exchange Square" will be regularly updated and all staff are encouraged to keep sharing their news, notes and discoveries on it to keep people connected and the office a happy and interactive environment.

Work hard, play hard

Social and recreational teambuilding activities help foster stronger bonds and greater team spirit among Jepsen Industrial people.



While people say that a family that eats together stays together, Jepsen Industrial believes that a workplace family that plays together, unites together! Its people spend eight hours a day, five days a week working as a team, so the company encourages team building activities outside the office. These are viewed as social and recreational opportunities for its people to get to know one another better and build strong and positive relationships in a fun, informal setting.

In October 2016, for example, Jepsen Recreational Club organised a one-day tour to Xiang Tun Water Great Wall. The fresh

autumn day was filled with chatter and laughter as Jepsen Industrial people took in fresh air and stretched their muscles during the hike. The Jepsen Industrial team in Dalian chose to bond over bowling in November, following a sumptuous team dinner that brought everyone closer together. Meanwhile, the Jepsen Industrial Tianjin office took a trip to the beautiful city of Hangzhou, enjoying the natural beauty and one another's company.

Energised by these team building activities and others, Jepsen Industrial people are ready to unite as one and turn 2017 into yet another memorable year for themselves and the company!



Encouraging dialogue and communication

Jebsen Industrial shares key business updates with its people at its Quarterly Business Meeting

Twice a year, Jebsen Industrial organises Quarterly Business Meetings to communicate business updates and latest company news to its people. At the recent Quarterly Business Meeting on 25 November 2016, staff across different locations from Hong Kong, Beijing, Guangzhou and Shanghai to Dalian, Tianjin, Wuhan, Chengdu and Xiamen were connected to hear directly from Managing Director Maximilian von Stillfried.

During the session, Mr von Stillfried welcomed new team members, reviewed the company's year-to-date performance and rallied the team to put in their best

efforts to achieve the 2016 targets together. He also addressed questions raised by staff at the previous skip-level Chit-Chat session, which is designed for staff and management to have an open dialogue in an informal environment. In addition, staff were excited to hear about the 'JI Exchange Square', a new communication initiative that aims to promote a culture of continuous improvement through meaningful exchange.

Jebsen Industrial's Quarterly Business Meetings are held regularly on top of its bi-annual Town Hall Dialogue to foster closer communication within the company.



Work hard, play hard

A wrap-up of year-end festivities across Jebsen Industrial offices

As the year 2016 drew to a close, Jebsen Industrial people in its main offices in Hong Kong, Beijing, Shanghai and Guangzhou came together to celebrate Christmas.

In Hong Kong, the team traded their office wear for sports gear for a round of festive bowling while the Beijing and Shanghai team greeted Christmas with a delightful seafood dinner. In Guangzhou, the spirit of giving ran high as the team shared a sumptuous buffet and mystery gifts. With all the year-end celebrations, Jebsen Industrial thanks the team for contributing to great achievements in 2016 and is set ready to start the new year on a positive-foot!



About Jebsen Industrial

Recognised as industry pioneer and leader, Jebsen Industrial partners with B2B companies to build and grow sustainable business in and through Asia. As part of the Jebsen Group founded in 1895, it serves as trusted partner, advisor and consultant to both foreign and local partners and customers, delivering premium technology and solutions to the market for various industries such as Manufacturing Automation & Optimisation, Building & Construction, Cinematic & Broadcasting, Cleantech, Food, Nutrition & Health as well as Petrochemicals.

For more information, please visit www.jebsenindustrial.com or email us at industrial@jebsen.com.