



The MACKEREL

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ABOUT THE MASTHEAD

The Mackerel masthead subtly combines graphic images of the compass, sky and vast ocean to symbolise our sea-faring tradition and growth to become a leading distribution, manufacturing and engineering group in South East Asia. The ripples reflect the expanding and international character of our organisation and the communication function of this newsletter.

Global Expansion Strategy

JJ-Lurgi aims to source half its growth from markets outside South East Asia in the next five years

By Chee Hong Lim, Malaysia

Apr 2022 JJ-Lurgi has announced a new global strategy to expand its market presence beyond South East Asia, with a five-year goal to have 50% of its business growth to come from beyond the region. The expansion marks a key milestone for Jebsen & Jessen Group, with JJ-Lurgi being our first business unit setting its sights on international markets.

From its stronghold in South East Asia, JJ-Lurgi has already been fulfilling orders from countries outside the region. Over the past few years, it has amassed a clientele spanning Brazil, Paraguay, the United States, and Pakistan, with commissioned projects worth over S\$20 million. This global strategy will see the company taking a purposeful approach to international expansion. It has identified South Asia as well as North and South America as its initial priority markets.

"This new strategy will allow JJ-Lurgi to tap on opportunities in the global market as we enter our next stage of growth," said Jakob Helms, Chief Executive Officer of JJ-Lurgi.

"As the market leader of the oleochemicals market in ASEAN and China, we are excited to accelerate and scale our business on a global scale. We look forward to developing our core competencies and technologies to bring the best to our customers across more markets."

A journey of 30 years

This announcement coincides with JJ-Lurgi's 30th anniversary this year. It was founded as a joint venture between Jebsen & Jessen and Lurgi AG (now Air Liquide) in 1992, starting out as a small Malaysia-based sales agency with just a handful of employees.



Celebrating 30 years of growth and innovative solutions in 2022, JJ-Lurgi is expanding its global footprint with a new strategy.

By pushing the boundaries of technology and process development innovation, and designing increasingly complex process plants based on Lurgi technology, JJ-Lurgi was able to grow its capabilities and deepen the local value that it delivers to customers. Today, it covers the entire value chain and, having captured lion's share of the market, is regarded as a leading technology supplier for the oils, fats, oleochemicals, and biofuels industries in South East Asia and China.

To support the next chapter of its growth story, JJ-Lurgi will strengthen its research and development (R&D) capabilities by tapping into the region's growing and diverse talent pool. This includes a planned investment into a new R&D department that will allow the company to develop new technologies, backed by German engineering expertise, that are attuned to its customers' needs.

HIGHLIGHTS

BUSINESS

Connecting Businesses to the Future

JJ-LAPP supports Indonesian pulp and paper producer's foray into Industry 4.0

By Samantha Ling, Malaysia



APRIL Group using JJ-LAPP solutions in their production line.

Mar 2022 JJ-LAPP has secured a deal with Asia Pacific Resources International Limited (APRIL) Group, a leading producer of fibre, pulp, and paper, to supply over 900km of customised instrumental cables to Riau Andalan Pulp and Paper (RAPP), its operating arm in Riau, Indonesia.

The deal, worth close to S\$5 million, will support RAPP's transition into Industry 4.0 and enable its plans to achieve a fibre line with a capacity of one million tons per annum. The customised LAPP Instrumentation Cables as well as complementary accessories and solutions for cable management are destined for two major RAPP projects — the Fibreline 3 Building (FL3B) and Board Machine 1 (BM1) projects, which deal with pulp manufacturing and paperboard production respectively.

"Cables are an indispensable part of every business and industry, and will continue to play an increasingly important role in the future of Industry 4.0. We look forward to continuing creating value as a trusted partner, by bringing world-renowned brands and technology to Indonesia and the region, and by localising innovation and advanced technology to suit customised needs across industries," said Marc von Grabowski, Chief Executive Officer at JJ-LAPP.

Committed to China

Cables International introduces new entity, Jebsen & Jessen Cables Co. Ltd., to better serve the Chinese market

By Cassandra Endrino, Singapore

Feb 2022 Cables International, a world-leading supplier of specialty cables for the marine and offshore sectors and a division of Jebsen & Jessen Technology, will soon start operating as Jebsen & Jessen Cables Co. Ltd. in China. It has been serving the Chinese market remotely from its headquarters in Singapore.

Underlying the move is the business's conviction that China, South Korea and Singapore will continue their reign as the world's largest centres for offshore building and construction. To grow the business in China, Cables International will establish Jebsen & Jessen Cables Co. Ltd., as a local entity.

Having a local presence will enable Cables International to better serve existing customers such as Yinson, Modem and SBM while developing a strong local network of partners and deepening the value it brings to the market.



Tinned copper conductor for cables.

BUSINESS

Partnership Par Excellence

Jebsen & Jessen Technology - Turf & Irrigation Division proves to be the partner of choice for leading golf clubs across South East Asia

By Yen Tze Ng, Malaysia



Representatives from Jebsen & Jessen and Klub Golf Bogor Raya.

Apr 2022 Jebsen & Jessen Technology - Turf & Irrigation Division continues to solidify its status as a total solutions provider in turf care management with a slate of new partnerships with leading golf clubs across Singapore, Vietnam and Indonesia.

Sentosa Golf Club, Singapore

We renewed our long-standing relationship with the world-renowned Sentosa Golf Club in March 2022, inking a new 10-year partnership agreement that is the first of its scale in the region.

This will see us, as the official distributor of The Toro Company, supporting Sentosa Golf Club's mission to provide a world-class playing experience, by supplying hybrid and electric equipment and water-saving irrigation systems. This plays into Sentosa Golf Club's pledge to be the world's first carbon-neutral golf club this year.

Rose Canyon Resort, Vietnam

In Vietnam, we have been commissioned to supply and install irrigation systems for the new 36-hole Rose Canyon Resort in Ha Nam.

Designed by Nicklaus Design and developed by BRG Group, the resort is located an hour outside Hanoi. The first of its 18-hole golf courses will be completed by the end of the year with work on the second scheduled to start immediately after. Rose Canyon expects to welcome guests from mid-2023.

Golden Sands Golf Resort, Vietnam

We are also working with Golden Sands Golf Resort, sited in the picturesque Hue, on a turnkey project that covers the supply and installation of irrigation systems and materials.

Our role spans all stages of the project, from supplying irrigation systems and materials to providing installation services, with completion expected to happen by mid-2023.

Klub Golf Bogor Raya, Indonesia

One of our latest wins in Indonesia happened in February with the signing of a contract to supply golf course equipment to Klub Golf Bogor Raya, one of the most prestigious golf courses in Bogor.

This is an extension of the trust and partnership that we had built with the club, most notably when a fire damaged their premises just a day before a golf tournament was scheduled to be held. We quickly provided much-needed turf maintenance units, including lawn mower units, so that the club could reinstate their golf courses in time.

Reflecting on these successes, Regional Director for Jebsen & Jessen Technology – Turf & Irrigation Division, Philipp Hoffmann said, "We are dedicated to providing high-quality expertise and end-to-end solutions to meet all turf care and landscaping needs. We are proud that these golf clubs have placed their trust in us and recognise the value that we provide, furthering our position as a leading full-service solution provider in the South East Asia region."



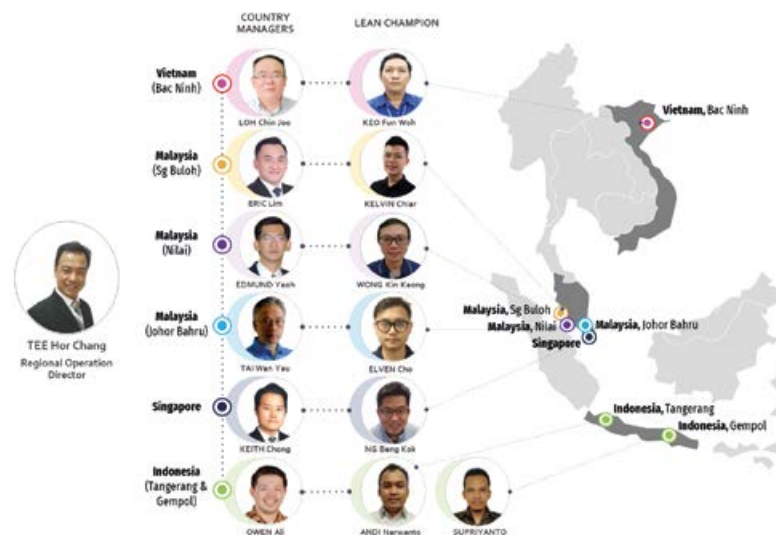
Toro and Avant turf equipment supplied by Jebsen & Jessen Technology - Turf & Irrigation Division to the prestigious Klub Golf Bogor Raya in Indonesia.

BUSINESS

Lean, Agile and Competitive

Jebsen & Jessen Packaging innovates with lean manufacturing practices

By Hor Chang Tee, Malaysia



The management structure through which the company's lean activities were organised virtually due to the pandemic.

Jan 2022 As part of Jebsen & Jessen's #AdvanceBuild rally cry, our Packaging business has developed a Strategic Plan (2021- 2025) to guide their growth. To enable this, the team is focusing on lean manufacturing practices to reduce waste, variability and inflexibility on a structural level.

Our lean journey began in 2018 at our Nilai plant. This resulted in a 30% improvement in overall productivity, a dramatic 99% decrease in contract labour, and 60% lower inventory days. By 2021, this had been cascaded to all our plants, with country managers appointing a 'Lean Champion'. Using a train-the-trainer approach, Lean Champion members were coached in the Lean Production System and Value Stream Mapping by Regional Operation Director Tee Hor Chang. Their effective implementation of lean manufacturing practices yielded savings in excess of S\$100,000 last year. This is expected to increase five-fold in 2022.

Reflecting on the progress to-date, Chui Tau Siong, CEO of Jebsen & Jessen Packaging said, "When a company is able to master lean concepts and apply it continuously, it will be able reduce or even eliminate waste, and raise productivity. This results in us being more competitive. I am glad to see the effort and teamwork being put into pursuing this level of manufacturing excellence."

Ingredients of Success

Jebsen & Jessen Ingredients announces new and expanded partnerships

By Surassawadee Krittanachai, Thailand

Jan 2022 Jebsen & Jessen Ingredients started the year 2022 with two exciting announcements — an expanded partnership with Ascend Performance Materials USA covering the entire South East Asia region as well as a new exclusive distribution agreement with Ingredion in Thailand.

Ascend Performance Materials USA is a fully integrated material solution provider and a leading producer of nylon 6,6 and its intermediate chemicals. With the expanded agreement, made effective in January 2022, our Ingredients business will now represent Ascend across the region.

Over in Thailand, we have inked a new agreement with Ingredion, a leading global ingredients solutions company, securing exclusive distribution rights in Thailand. This will enable us to leverage our extensive network and local market expertise to bring Ingredion's wide range of modified starch products to more customers, and to help customers develop higher quality food products with enhanced functional benefits.



Ascend manufactures various grades of Vydne® PA66 and PA6 resins and compounds. Vydne® is widely used in automobiles, cable ties, consumer goods, electrical and electronic products as well as industrial equipment.

EVENT

A Renewable Focus

JJ-LAPP presents renewable energy solutions at Solartech Indonesia 2022

By Desita Aisyari, Indonesia



The JJ-LAPP, Huawei and Clenergy booth at Solartech 2022 Jakarta International Expo.

Mar 2022 JJ-LAPP joined 650 other exhibitors at Solartech Indonesia 2022, billed as ASEAN's largest tradeshow for solar PV and energy storage. The in-person tradeshow returned to Jakarta from 17 to 19 March and welcomed some 25,000 trade visitors from 25 countries.

The business unit took this opportunity to present itself as a one-stop renewable energy solutions provider, in collaboration with partners Huawei and Clenergy.

Together, we showcased a wide range of solar system solutions, with ÖLFLEX® solar cables and accessories, PV-ezRACK® mounting panels, Huawei Smart PV inverters and smart energy storage systems taking centrestage. These were supported by complementary solutions such as the RUNNUR® cable tray and Trina solar panel module.

"It was exciting to be able to engage customers, prospects and partners in-person once again. Solartech Indonesia was a fantastic opportunity for us to reinforce our unique value proposition as a one-stop solutions provider. Not many other companies are able to offer such a complete range of quality-guaranteed products," said Syarif Dananjaya, Senior Sales Engineer, JJ-LAPP Indonesia.

JJ-LAPP currently serves Indonesia's residential, commercial and utility sectors with 50 MW of solar system components such as solar cables and PV inverters in use. This is expected to grow as Indonesia works towards its goal of deriving up to 23% of its national energy from renewable sources.



JJ-LAPP representatives with Huawei partner representatives at joint booth.



Visitors at the JJ-LAPP, Huawei and Clenergy booth.

INNOVATION

From Risk to Resilience

Jebsen & Jessen Group in Indonesia relies on innovation to pave the road to post-pandemic recovery

By Annisa Piranti, Indonesia



JJ-LAPP solar panels outside the House of Representatives of the Republic of Indonesia.

Apr 2022 The COVID-19 pandemic has created short-term disruptions and long-term changes to how the world does business. With challenges and opportunities often being two sides of the same coin, at Jebsen & Jessen Group, we have chosen to manage the uncertainty of the past two years by rethinking how we operate. This has perhaps been most evident in Indonesia, where our teams have given full play to their entrepreneurial spirit in numerous ways.

Cable Technology

With Indonesia standing at the cusp of a clean energy future, JJ-LAPP, backed by its specialist Huawei certification attained in 2021, has been rapidly scaling up its renewable energy solutions. Significant wins include installation of solar solutions systems for PT Elang Perdana Tyre Industry and the Parliament House of the Republic of Indonesia's Building (Gedung DPR/MPR Indonesia).

The team is also supporting a market-wide shift to Industry 4.0 by equipping customers such as PT Trias Sentosa, the largest flexible packaging film manufacturer in the country, and PT Riau Andalan Pulp and Paper (RAPP), the operating arm of APRIL Group, with cable solutions that enable the implementation of Internet of Things technology.

Ingredients

Innovation has been key for our Ingredients team too, as they take their cue from market trends to formulate new solutions. The Performance Chemicals Team, for example, recognised that Indonesia's biodiesel policy would signal a gradual but certain shift away from fossil fuels. As early as 2018, they recommended the use of cellulose, a renewable raw material, to fuel biodiesel. Leveraging partner J. Rettenmaier and Sohne's cellulose filtration technology, they began a plant trial with

PT SMART Tbk, a leading manufacturer of palm oil-based consumer products, in 2019. The project materialised in April 2021, with PT SMART now saving up to 30% in operational costs.

The Coating & Resins team has been similarly innovative in identifying and seizing a new opportunity in the automotive industry. With Indonesia introducing a national standard for paints and coatings, the team worked with Alfatama Inticipita, one of the largest car putty makers in the country, to develop a new lightweight putty product based on 3M technology ahead of expected demand.

Packaging

PT Indo Tirta Abadi (ITA), our packaging joint venture, has successfully achieved three key ISO certifications in Integrated Management Systems—ISO 45001 Occupational Health & Safety Management System, ISO 9001 Quality Management System, and ISO 14001 Environmental Management System—as an investment in the future. This signals its unwavering commitment to manufacturing and operational excellence, which will put it in good standing as it grows its market leadership. Its Gempol plant also received the Silver Medal for 5S achievement in the East Java region, conferred by the Ministry of Labour and Transmigration for East Java.

Technology

Even when economic uncertainty affects our customers' confidence to make purchases, we continue to invest in relationships. Our Technology business in Indonesia proved that doing so is a worthwhile investment, with strong local partnerships opening doors for it to secure a slate of new projects. These include significant deals for customers like PT South Pacific Viscose Lenzing, P. Wijaya Karya, and Prabowo Horse Stable.

"In 2021, business was more resilient than we expected. We're building on this momentum to launch ourselves forward in 2022," said Torben Christensen, Chairman of Indonesian Management Forum (IMF).

Life Sciences

JJ-Lurgi continued to grow its local capacity, most notably with the establishment of an Indonesian entity. With a lean team of six colleagues, JJ-Lurgi Indonesia has been instrumental in supporting the Malaysian team to execute large projects locally. The team embraced innovation and fully implemented our Augmented Reality tool for close project coordination with colleagues in Malaysia to safely and efficiently oversee installations, commissioning and starting-up of new plants as well as conduct troubleshooting and open box inspections. Despite their considerable workload, they even found time to help clinch orders for local upgrading jobs as well as plant assessments and servicing.

We have since taken steps to obtain an expanded business classification license for JJ-Lurgi Indonesia, which will allow us to increase our business scope locally to include construction supervision.

GLOBAL REACH

Investing in the Future

Jebsen & Jessen Hamburg Group invests in software and cloud manufacturing startups

By Dagmar Glissmann, Germany



Jan 2022 Sister company Jebsen & Jessen Hamburg Group has sensed a new opportunity as the pandemic turns hybrid work into a reality for many people. Through their investment arm, Jebsen & Jessen Invest, they recently invested in Lendis, an up-and-coming startup that leases laptops, smartphones, tables, chairs and other office equipment to companies via its Software-as-a-Solution (SaaS) platform.

Given the fluidity of workplace requirements today, Lendis' value proposition is attractive to many companies. It has already equipped more than 100,000 employees and has signed contracts with over 800 companies.

Jebsen & Jessen Invest participated in Lendis' Series A funding round

in 2021, joining investors like Picus Capital, HV Capital and DN Capital, Circularity Capital, Keen Venture Partners, and Coparion. The €80 million (\$115 million) raised will allow Lendis to further develop its core SaaS solution. The startup also has ambitious plans to expand internationally and become the leading software solution for hybrid work in Europe by the end of 2023.

Beyond Lendis, Jebsen & Jessen Invest has also identified other areas of investment, such as cloud manufacturing. In January 2022, it participated in a cloud manufacturing platform that enables manufacturing orders for parts to be placed worldwide while driving efficiency in the overall purchase process.

From Downturn to Upside

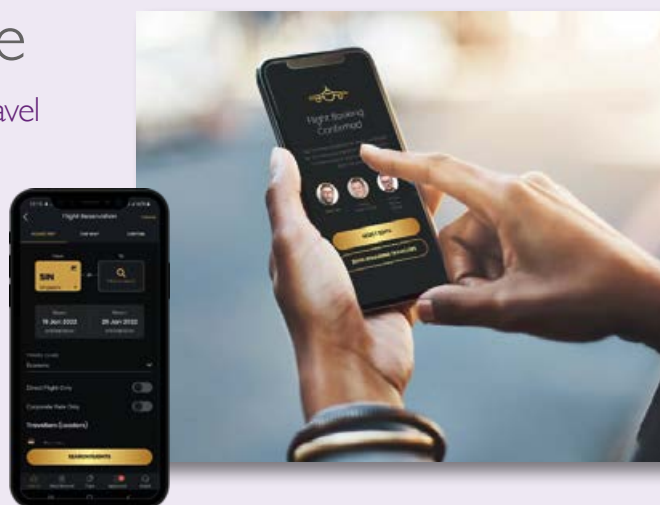
JPJ Invest's investee company Plover develops a new travel management solution during the pandemic

By Nina Jessen, Singapore

Feb 2022 While no industry has been spared from the economic fallout of the pandemic, the travel industry is perhaps one of the hardest hit. This was true for Plover, a corporate travel management in Singapore that is also JPJ Invest's investee company and Jebsen & Jessen Group's travel agency partner.

With business travel all but drying up, Plover began leveraging its own digital-led processes and understanding of common customer challenges to develop Asia's first fully integrated corporate travel, expense and workspace platform.

"People say that necessity is the mother of invention and it was true in our case. With travel out of the picture, we needed to diversify our revenue streams. We also wanted to future-proof the business, especially in an age of digital transformation," shared Eugene Chan, Managing Director of Plover.



Agreeing, J. Peter Jessen, Chairman & CEO of JPJ Invest, said, "We invest in companies that share our long-term view of success and whose values are aligned with ours. Plover resilience and entrepreneurial spirit have enabled it to emerge stronger from the pandemic. We are proud to have contributed to this journey and look forward to co-creating its next growth chapter."

PEOPLE

Ready to #BreakTheBias

Jebsen & Jessen Group stands for gender equality this International Women's Day

By Nina Jessen, Singapore



Mar 2022 For over three decades, March has been widely regarded as Women's History Month, with International Women's Day being celebrated on the 8th. Each year, Jebsen & Jessen Group marks this occasion, as part of our own commitment to creating a workplace environment where every employee can feel like they belong.

This year, we supported #BreakTheBias, the theme of International Women's Day 2022, and conveyed a resounding message that

Jebsen & Jessen is a family enterprise in which every female member is highly valued. We had both female and male colleagues crossing their arms in a public show of solidarity for the women around them, and had conversations around dissolving the gender bias.



Scan to watch highlights from our #BreakTheBias campaign!

Saying 'Thank You'

Jebsen & Jessen Group celebrates Employee Appreciation Day on March 4

By Khairina Iffah, Malaysia



Paul Chan, Managing Director, Jebsen & Jessen Ingredients, treated his colleagues in the Thailand office to bubble tea to show his appreciation.

Mar 2022 Showing appreciation is a simple but powerful gesture. When the words "thank you" are delivered with sincerity, people feel seen, recognised, and valued. These positive emotions are now celebrated on Employee Appreciation Day, where we are reminded to express our gratitude and show appreciation for our colleagues.

Recently introduced and celebrated annually on March 4, Employee Appreciation Day is designed to deepen a culture of gratitude and recognition as Jebsen & Jessen Group strives to be a great place to work.

PEOPLE

Growing our People

A new learning and development framework readies Jebsen & Jessen employees to #AdvanceBuild

By Thipwadee Rattanaanantachote, Thailand



Feb 2022 Jebsen & Jessen Group's #AdvanceBuild strategy, which was formulated to pave the way towards Vision 2025, relies heavily on all our people being ready and able to progress together. To this end, the Group has focused on establishing a new framework for learning and development.

This is designed to help our colleagues reach their fullest potential and be properly equipped to do the best work of their careers. At its core is a mindset shift from directed learning, where employees are assigned learning objectives and content, to self-directed learning, where they are empowered to take charge of their own development. This allows them to prioritise learning areas based on their on-the-job needs and career aspirations, and proactively seek out the skills and knowledge they feel they need to excel.

To this end, the Group has made LinkedIn Learning accessible to all employees in 2021.

Learning anywhere, anytime

As an online learning and skill-building platform, LinkedIn Learning offers engaging, on-demand courses, built around key business, technology and creative topics, delivered by credible industry experts. Employees can take courses anywhere, anytime, whether it is to solve an immediate problem at work or to develop themselves professionally for the long term.

Olivia Chua, Chief Human Resources Officer, explains: "In the last two years, the world has experienced unforeseen changes after being hit by the Covid-19 pandemic. Building resilience and increasing digitalisation are no longer 'nice-to-have'; these are now an immediate and essential need. For us at Jebsen & Jessen, it has been important to adapt to the changing times with innovation and agility. This includes encouraging our employees to develop a growth mindset so that changes can be embraced quickly and easily. LinkedIn Learning is helping all of us do just that by providing a wide

range of content, with a broad spectrum of perspectives relating to technology and business trends. Consequently, our colleagues are becoming more knowledgeable and better prepared, thanks to self-learning and individual development."

This is taking root throughout the Group with 92% of Jebsen & Jessen's LinkedIn Learning licences already active. On average, employees are consuming close to three hours of learning content each month and gravitating towards courses like Cultivating a Growth Mindset, Improving your Listening Skills and One-Minute Habits for Success.

From the Group's perspective, encouraging self-directed, online learning among employees helps optimise resources and enables more scalable learning journeys.

The traditional model of learning, where the Learning & Development team plans and organises classroom-based sessions, is significantly more resource-intensive. This creates a limit to the number of courses that can be implemented at any one time and the number of colleagues who can benefit from each iteration of the course.

In self-directed learning, employees can learn on-demand. This reduces scheduling conflicts with work commitments and ensures that employees are in the right frame of mind to absorb the information on offer.

"Unlike other online learning platforms I have used, LinkedIn Learning provides instant access to its entire library of courses, which is amazing. Whether I want to fine-tune an existing skill or learn a brand new skill set, LinkedIn Learning's world-class instructors make learning a joy. I look forward to continuing my learning journey and adding more completed courses to my LinkedIn profile!" shared Pierre Courso, Jebsen & Jessen Ingredients in Thailand.

In a world characterised by change, this new approach to learning will place both the Group and all its employees in a better position to thrive.

PEOPLE

Celebrating 25-Year Milestones

Congratulations to the staff who celebrated their 25th work anniversary with the Group in Q4 2021 and Q1 2022!

By Nina Jessen, Singapore

SINGAPORE Celebration held on 21 April 2022!

By Xue Yi Pae, Singapore



Lim Siew Tin

CEO, Jebsen & Jessen Ingredients

Date joined: 21 April 1997

"Colleagues describe Siew Tin as ambitious and strong. Straight-powered and level-headed, she drills into things and deals smartly with issues. As a supportive and kind manager who is focused on people development, she inspires loyalty. Thank you, Siew Tin, for your marvellous career and your contributions to the Group."

INDONESIA

Celebration held on 19 May 2022!

By Desita Aisyari, Indonesia



Meta Dwi Yulfitra

Business Support Manager,
Jebsen & Jessen Technology
Indonesia

Date joined: 1 March 1997

Meta joined the company as a secretary in 1997, became an Administrative Executive in 2006, and was promoted to Business Support Manager in 2017. An indispensable asset to the company, she oversees daily operations and makes sure everything runs smoothly!

PHILIPPINES

Celebration held on 5 April 2022!

By Gary Arnesto, Philippines



Dang Sabanal

Department Manager,
Coating & Resins, Plastics
& Rubber, Performance
Chemicals, Jebsen & Jessen
Ingredients Philippines

Date joined: 16 April 1997

"Dang had her start in Jebsen & Jessen as a Product Specialist back in 1997. She has since taken on the reins of three departments in Jebsen & Jessen Ingredients. She's an awesome boss, a great leader, mentor and of course, a dear friend!"

MALAYSIA Celebration held on 14 Feb 2022!

By Lau Ching Peng, Malaysia



Asmah Binti Mansor
Packer, Jebsen & Jessen
Packaging Malaysia

Date joined: 7 May 1996

"Asmah is an exceptionally hardworking woman. After the factory relocated to Tebrau, she rented a house nearby just to continue her service with us! From a lady to a mother and now a grandmother, it is inspiring how she is dedicated to continue this journey with us until her retirement!"



Masriah Binti Salim
Packer, Jebsen & Jessen
Packaging Malaysia

Date joined: 17 May 1996

"Masriah is a dedicated member of the team, having joined us in Kulai and relocating with our factory in 2001. Her helpful and kind personality shows in how she generously volunteers as a member of the first aid team."

PEOPLE

THAILAND Celebrations held on 17 December 2021 and 15 March 2022!

By Benjawan Sutchiewcharn and Surassawadee Krittanachai, Thailand



Nitiporn Permsuk
Senior Department Manager,
Jebsen & Jessen Ingredients Thailand

Date joined: 1 April 1997

"Khun Nim is an amazing lady. She is our office's 'Miss Thailand' — energetic, with the ability to cheer people up. I hope that she always keeps her cheerful attitude and continues enjoying her time with us."

Oratai Kortwong
Office Cleaner,
Jebsen & Jessen Ingredients Thailand

Date joined: 2 May 1997

"I remember the first words Khun Yim taught me, ฝนตก (raining). Thanks to her enthusiasm and hard work, our office is always clean and tidy and I get to start each day with energy and a fresh mind."



Wanlapa Inchumnum
Customer Service Supervisor, Jebsen & Jessen Ingredients Thailand

Date joined: 9 January 1996

"Khun Jum is known for her diligence and hard work, so much so that I often have to remind her not to work too late! I appreciate her dedication and believe that we are lucky to have her."



From left to right: Tawan Angprasert, Wirat Koanamsai, Chairman Heinrich Jessen, Dorkrak Chantakoon, Benjawan Sutchiewcharn and Thitiporn Thungthongkam.

Wirat Koanamsai
Bill Collector, Jebsen & Jessen Business Services Thailand

Date joined: 1 July 1997

"Khun Biew is one of the longest serving staff in our Bill Collectors team. He goes over and above his own duties to coach new joiners and guide his teammates through any issues they may face."

Thitiporn Thungthongkam
Admin. Executive, Jebsen & Jessen Services Thailand

Date joined: 1 August 1996

"Miss Thitiporn (or Kai) is responsible for staff welfare events. She organises fun company outings and other celebrations on an affordable budget because of her superb negotiation skills. Thank you, Kai!"

Dorkrak Chantakoon
Tea Lady, Jebsen & Jessen Business Services Thailand

Date joined: 14 January 1997

"Khun Tan (more affectionately known to us as Mrs. Clean & Tidy) is our super Tea Lady. We are delighted to have had her for 25 years and wish her joy, happiness and many more years with us."

Benjawan Sutchiewcharn
Senior HR Manager, Jebsen & Jessen Business Services Thailand

Date joined: 17 September 1996

"In the last 25 years, Benz has given Jebsen & Jessen her unwavering loyalty, commitment and dedication. She is a caring person whom her colleagues and friends can trust, and a confidante to her stakeholders."

It is with great sorrow that we learnt of Tawan Angprasert's sudden passing in July 2022 due to a road accident. He spent 25 years with Jebsen & Jessen and, while we mourn his loss, we are heartened that he was able to celebrate this milestone with the company a few months earlier. Our thoughts and prayers go out to Khun Jeab's family.

Tawan Angprasert
Bill Collector, Jebsen & Jessen Business Services Thailand

Date joined: 22 February 1996

"Khun Jeab was one of our longest-serving Bill Collectors. He was a kind man, affectionately known as 'Father Jeab' to us. We will remember him as a dedicated member of the Jebsen & Jessen family and of his own."



Sopa Suksatien
Business Support Supervisor,
Jebsen & Jessen Technology Thailand

Date joined: 16 September 1996

"Khun Sopa or Dang is so gentle and always takes good care of her colleagues within and beyond our business unit. She is a generous person who always has sweets and snacks to share."

Poonpetch Srithongsuk
Senior Sales Administrator,
Jebsen & Jessen Technology Thailand

Date joined: 25 November 1996

"Khun Poonpetch, or Lek, is very dedicated to her job. As a team, we appreciate her efforts and hope that she enjoys both life at work and life outside work!"

FEATURES

Candid on Gender

Our CEOs share their views on gender equality

By Nina Jessen, Singapore

Jan 2022 Trust, commitment and partnership. Three out of five core values that guide our everyday work at Jebsen & Jessen focus on the nature of relationships that we seek to form, deepen, and maintain with our stakeholders. Gender doesn't, and shouldn't, come into play. Yet the reality is, unconscious biases — in the form of social stereotypes that we may not actively aware of — do exist and can subconsciously influence the way we think and behave.

Having the gender conversation and speaking about it openly and candidly is a first and important step in uncovering and addressing any unconscious biases that may reside in our minds.

Sharing our perspectives

With last year being the Year of Celebrating SG Women, the Swedish Chamber of Commerce Singapore (SwedCham) published #Candid: 100 Perspectives on Gender Equality in Singapore. The ground-breaking collection features personal reflections from 100 men and women across different walks of life.

As a long-standing supporter of SwedCham, we were offered the opportunity to contribute to the publication and we gladly accepted.

Gender equality is an equilibrium that we can only achieve when both men and women are committed to achieving it. Male allyship, where men play an active role in advancing equality, is a crucial piece of puzzle, as noted by both our contributors, Jebsen & Jessen Group CEO Per Magnusson and Jebsen & Jessen Ingredients CEO Lim Siew Tin.

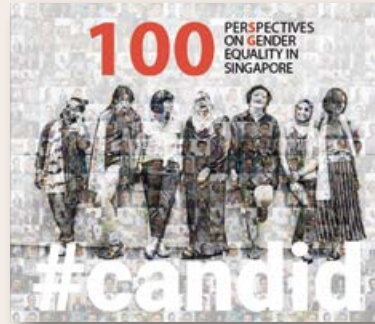


Taking off the blinkers

In his piece, 'Diversity Gives us an Economic Edge', Per acknowledges that he has not experienced discrimination personally but that the issue is hitting home for him as his daughter prepares to enter the workforce. He wrote:

"When I started out in the engineering industry, it was male dominated. As more women joined the industry, we noticed that the working climate and

team interactions became more level and productive. However, better performance is not — and should not be — the main reason for gender equality. It is simply the right thing to do. Any form of discrimination is a disgrace.



For those who have not experienced discrimination personally, it could well be that we have a large blind spot, and that we are discriminating without even noticing it ourselves! The mere thought of this scares me and each and every one of us must strive to become aware of our personal gender biases."



Walking a mile in her shoes

The publication also carries Siew Tin's voice as she writes about her journey 'From Tradition to CEO'. Raised in a traditional family centred around men, Siew Tin shared how she had to learn, from a young age, to fight for her own opportunities. Now, as a business leader, she hopes to empower more women to break through society's glass ceilings:

"To explicitly push for gender equality was never my intention, but to give women a place to excel and contribute has always been my ultimate goal for a workplace. I believe all female CEOs must work hard, just like men, but women must learn to have the courage to speak up and to put up their hands if they want the job.

The biggest challenge for women to get into the boardroom is networking. Men have to be more aware of their unconscious biases and create an environment that allows for diversity in views and gender. Men, women in the boardroom can be your sparring partners as well!"

Inclusivity at work

At Jebsen & Jessen, we have laid a strong foundation to foster a more diverse, equitable and inclusive workplace. Our journey continues and with everyone, from our leadership teams to employees on the ground, committed to the cause, we will reach our destination sooner, rather than later.



Scan to read the full digital version of **#Candid: 100 Perspectives on Gender Equality in Singapore** and learn more about the initiative.

About Jebsen & Jessen Group

Since 1963, we have worked in partnerships with global market leaders, facilitating and capitalising on opportunities throughout South East Asia. An industrial enterprise, our business spans manufacturing, engineering and distribution activities. We have five core business units: Cable Technology, Ingredients, Life Sciences, Packaging and Technology. Through our network of companies spanning 30 locations, including 9 manufacturing facilities in China, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, our 2,550 people work as one to develop meaningful products and services for the 20,000 customers we serve. We are part of a global family network of sister groups that dates back to a trading partnership formed in Hong Kong in 1895.

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