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O2 Get to Know Per Magnusson **05** Palm Oil Processing and Beyond

06 Packaging Conference

11 Hermle Milling Machine



The A-Z of Per Magnusson

by Ranjetha Kumar, Malaysia

ver wondered how our CXOs handle stress during tough times? Curious about their go-to strategies for staying motivated? Or perhaps you've always wanted to know what hobbies keep them busy outside of work? If you're thinking "Yes!", then come along to discover our CXOs in turn. In this issue, the spotlight falls on Group CEO Per Magnusson, who was interviewed at the CXO Townhall Meeting on Mar 7, 2025. The Mackerel reproduces some of the burning questions directed to him here.

- Q. Can you share a moment in your career or personal life that unexpectedly brought you immense joy?
- A. The obvious moment is seeing your kids for the first time, but more recently I would say when our family last summer was out on a remote island in Sweden with no others except some birds around and we had our grill on the cliffs, preparing some steaks in the evening summer breeze. Then you realise how beautiful this world can be.
- Q. In situations where influencing peers is critical, how do you navigate varying personalities to ensure alignment and progress?
- A "Influencing" sounds as if we want to convince someone against logic or their wish. Not sure that is always a good idea especially since the other person might have knowledge that you do not have. I believe that if two intelligent people share the same set of information and goals, they will come to the same conclusion. Hence, listening to understand each other's positions and clarify the facts usually makes the decision unanimous. The process of getting there is likely to make both parties wiser.



Per Magnusson, Jebsen & Jessen Group CEO.



Per Magnusson with family on vacation.

- Q. How do you maintain the delicate balance between being firm in decision-making and staying compassionate, without appearing biased?
- A. An important and difficult question. As a manager it is not possible to always make decisions or give information that pleases others. But what is possible is to make decisions based on a thorough analysis of all facts including that we are all humans with our own needs and wants and then work hard to communicate the reasons for your decisions. This will perhaps not always be liked, but it will usually be respected. It is also important to remember that we all have biases. The most dangerous bias is the bias you are not aware of yourself. Therefore it is vital that we base our decisions on facts as much as possible and that we challenge our decisions from various angles.
- Q. Given the current global uncertainties, such as resource scarcity, economic fluctuations, and geopolitical tensions, how do you guide the Group to navigate these complexities and remain resilient?
- A. Indeed there are global uncertainties. However, there always will be. At Jebsen & Jessen we are fortunate to have a very strong foundation of businesses and people and we do not crumble even if the world is shaking heavily. The investments we've made during decades in systems, processes and people make us very resilient indeed. The diversification we have in our businesses both in terms of what we do and where we do it is a great shield against crises. Back that up with a strong corporate platform and balance sheet, and we can handle any hurricanes coming our way. Having said that, we shall never be complacent. Past success does not guarantee future greatness and we must continuously strive to become better. One of the greatest dangers in business is to believe that you are the best as that might blind you from seeing what is coming towards you.



Tuesday with Khun Tom

by Kyanna Sannishara Soekardjo, Indonesia

had the pleasure of sitting down with Songsin Sungkhawaetai, or Khun Tom, our new Managing Director at Jebsen & Jessen Ingredients in Thailand. He's stepping into Paul Chan's shoes, bringing loads of experience and a fresh outlook.

I was curious about his journey, so I asked what brought him to us. With a warm smile, he shared his 30-year career – starting with 13 years at Roche, then moving to DSM Nutritional Product, Bakels Thailand (where he helped build the office system), DKSH and Brenntag before landing here.



When I asked why he joined us, Khun Tom said that after so many years in the food industry, he was ready to explore something new. This felt like the right next step. His vision is clear: hit or exceed sales targets and shape a solid five-year plan.

I asked how we can work well together, and he stressed the importance of open communication. He considers himself easygoing and believes that strong relationships and honest conversations are key to getting things done.

When I asked what a day in the life of a managing director looks like, he smiled and said, "Anything that keeps the operations running smoothly," he said simply. Whether it's sales, back-office work or identifying areas for improvement, he sees his role as making sure everything flows seamlessly.

Challenges? He's figuring out Jebsen & Jessen's culture – knowing that what worked in his past roles might not work here. But he's confident there's always a solution.

To get to know him better, I asked what word describes him best. He said Sabai Sabai — take it easy. He believes in working hard but also enjoying the process. And outside of work? He's happiest in nature, whether exploring parks, forests, or just driving through the countryside.

After our conversation, it's clear that his strong belief in people, his open and adaptable leadership style, and his enthusiasm make him a great addition.

Welcome aboard, Khun Tom!

Welcoming CK to the Jebsen & Jessen Family

by Kyanna Sannishara Soekardjo, Indonesia

e are thrilled to welcome Chong Chee Kong (CK) as the new General Manager of Jebsen & Jessen Malaysia Material Handling! CK brings with him a wealth of experience and expertise in the automotive aftermarket and industrial sectors, making him a valuable addition to the team.

CK holds a Bachelor of Mechanical Engineering degree from the University of Liverpool and has amassed over 23 years of experience managing regional operations across ASEAN and the Asia Pacific. His career journey includes senior leadership roles at renowned multinational corporations like Robert Bosch, Stanley Black & Decker, Schaeffler and Renold.



Chee Keong Chang (CK) our new General Manager of Jebsen & Jessen Malaysia Material Handling.

At Renold Malaysia, he played a pivotal role as Managing Director for Southeast Asia, turning the company profitable and strengthening its presence in the industrial market. Most recently, as General Manager at Tekhne, CK successfully led startup operations in the motorcycle and automotive parts industry, demonstrating his strategic insight and leadership strength.

On a personal note, CK is married with three school-going children. In his free time, he enjoys swimming and badminton.



by Samantha Ling and Duong Bui, Vietnam

J-LAPP has been recognised as the Business Unit of the Year 2024 and acknowledged on the Chairman's Wednesday Blog. An achievement that reflects the dedication, resilience and teamwork of our people across different countries and functions.

In 2024, JJ-LAPP experienced remarkable growth across all its regional markets, strengthening its position as an industry leader. Indonesia achieved record-breaking orders and profit contributions, keeping the cable factory busy. Malaysia remained the top profit contributor, delivering another outstanding year of growth. The Philippines demonstrated resilience by overcoming project delays to reach record-high orders and profitability. Singapore showcased the power of strategic execution, closing the year with impressive profits and unprecedented order volumes. Thailand started showing strong recovery after years of external challenges, and Vietnam exceeded expectations, doubling its budgeted profit and tripling its performance from the previous year.

Beyond country-specific achievements, the success of JJ-LAPP was made possible by seamless cross-departmental collaboration. Finance played a crucial role in improving receivables and negotiating with insurers and auditors. Operations optimised stock turnover and aging stock

management, enhancing working capital efficiency. HR drove employee development through training programs, digitalisation efforts and a strong performance-driven culture. Product Management expanded both Core Business and Renewable Energy offerings, introducing new suppliers and equipping the sales teams with valuable tools. Marketing & Digital Business enhanced our online presence, eShop capabilities and social media engagement, strengthening JJ-LAPP's brand visibility. Meanwhile, the cable factory improved cost efficiency and workplace safety, ensuring smooth production operations.

One of the exciting projects this year is JJ-LAPP Vietnam's involvement in the Tan Son Nhat (T3) airport project. Tan Son Nhat (T3) airport project is a key project of Vietnam to expand to another terminal. To build T3, the electrical cable system must have a fire-resistant wire sheath with no halogen compounds. Thanks to Lapp's high-quality products meeting these strict requirements, JJ-LAPP Vietnam successfully convinced the main contractor of the baggage conveyor system to use Lapp cables. Following the success of the T3 project, JJ-LAPP Vietnam is working on the Long Thanh airport project, the largest airport project in Vietnam, starting construction in 2025, and aims to win even larger projects.



JJ-LAPP cables in use at the construction site.



JJ-LAPP cables installed at the construction site.





Breaking Boundaries with GMA Garnet"

by Julie Lynton, Australia

s a trusted provider in high-performance garnet products, GMA remains dedicated to pushing the boundaries of garnet's potential. By focusing on garnet-based solutions that enhance durability and extend product lifespan, GMA positions garnet as an invaluable material for applications where reliability is paramount.

Under the leadership of Alex Bozward, GMA's New Markets and Innovations Manager, the global team are continually exploring innovative applications for garnet beyond its traditional roles. By focusing on garnet-based solutions that enhance durability and extend product lifespan, GMA positions garnet as an invaluable material for applications where reliability is paramount.

A significant step in GMA's innovation journey is their partnership with RMIT University in Melbourne. This collaboration allows GMA to delve into advanced applications for garnet, specifically targeting improvements in industrial settings. This partnership allows GMA to focus on optimising garnet's performance and exploring how it can meet evolving demands across various sectors.

Flynn Cowan, GMA's General Manager of International Sales and Marketing, emphasises the significance of these initiatives, which are driven by customer-led innovation. According to Flynn, GMA is now focused on identifying areas where garnet's unique characteristics can provide lasting value across a broad range of industries and applications.

Through strategic collaborations and a commitment to innovation, GMA is redefining the role of garnet in both traditional and emerging markets.



GMA's New Markets & Innovation Manager, Alex Bozward and General Manager of International Sales and Marketing, Flynn Cowan.

Pioneering Innovation Palm Oil and Beyond

by Siew King Juan, Malaysia

ith its core technology and new advancements, J-Lurgi transforms crude palm oil (CPO) into high-quality cooking oil used daily by consumers. It supplies industry giants like Golden Agri, Asian Agri and Felda Global Ventures with equipment and technology to refine palm oil to the high standards required for everyday cooking oil.

Beyond the kitchen, JJ-Lurgi plays a key role in oleochemical processing, converting palm oil into valuable industrial products such as candles, shampoos and detergents. Its expertise extends to biodiesel production, contributing to the global push for sustainable energy. The largest biodiesel plant in the world, located in Cilegon, Indonesia, is starting up currently and will be able to process a staggering 3,000 tons per day (TPD), solidifying JJ-Lurgi as the pioneer in this top range plant capacity.

JJ-Lurgi's commitment to innovation is reflected in its active participation in the annual Palm Oil Conference in Malaysia. The conference serves as a platform for industry players to explore new strategies, upgrade facilities, and stay competitive in an evolving market. The growing involvement of partners from Latin America marks a shift in global market dynamics, bringing new perspectives and expanding the industry's reach.

From cooking oil to biodiesel, palm oil remains a cornerstone of global markets. JJ-Lurgi's expertise and forward-thinking approach ensure it remains a driving force in shaping the future of the palm oil industry through innovation, sustainability, and strategic growth.



JJ-Lurgi colleagues and their booth at the Palm Oil Conference.

Past, Present and Future of Jebsen & Jessen Packaging

by Kyanna Sannishara Soekardjo, Indonesia

he Jebsen & Jessen Packaging Conference was held in Feb 2025 to bring together colleagues from various locations, fostering collaboration and knowledge-sharing.

The day began with an opening speech by Group CEO Per Magnusson, guided by wonderful emcees, Aidiel Mad Rosli and Syazlin Shahri from Nilai. The official launch was marked by an exciting balloon-bursting ceremony led by Chee Keong Chang (CK), Hor Chang Tee (Tee), Tau Siong Chui (Mr Chui) and Per himself.

Throughout the morning, colleagues from Malaysia, Singapore, Vietnam and Indonesia shared plant performance updates, providing valuable insights into each team's progress.

Mr Chui followed with a big-picture view of Packaging's overall performance.

A proud moment came when outstanding teams were celebrated. Jebsen & Jessen Packaging in Vietnam was recognised as Best Performing Company, while Jebsen & Jessen Packaging in Malaysia – Nilai received the Best Transformation Company Award.

CK then walked us through the 2025 Packaging Budget, followed by Tee's recap of 2024 achievements and 2025 goals, reinforcing a shared commitment to excellence. Another highlight was the well-earned 5S Award, presented to ITA in recognition of continuous improvements.

HR business partner Azlan Mohammed later took the stage to share updates on people development, HR digitalisation, and succession planning. RBU Controller Linda Anthonius then provided key financial insights, ensuring everyone had a clear picture of progress and priorities.



Chee Keong Chang (CK), Tau Siong Chui (Mr Chui), Hor Chang Tee (Tee) and Per Magnusson kicking off the event.

Looking ahead, CK introduced the Packaging 2029 Strategy, a vision that excited and motivated all. This led seamlessly into a Leadership Firechat with Mr Chui, Tee, CK, Chin Joo Loh (CJ), Leng Hwa Phoa (Phoa), Eric Lim, Hui Hui Yee and Wan Yau Tai, offering an open and heartfelt discussion on career growth and the vast opportunities within Jebsen & Jessen Packaging. There was also time to celebrate Mr Chui's well-deserved CEO of the Year award, a moment of pride for all.

Of course, no conference is complete without some fun! A lively group photo, a delicious lunch, and an energiser game brought laughter and energy to the day. As evening fell, the team enjoyed a mesmerising lion dance and team performances, strengthening bonds and creating lasting memories.



 ${\sf Jebsen\,\&\,Jessen\,Packaging\,and\,ITA\,posing\,together\,for\,a\,memorable\,picture.}$

Celebrating 10 Years of John Deere Mongolia

by Onon Baatar, Mongolia

SM held the Agriculture Night event on December 6, not only to celebrate the achievements of the past year but also a milestone of 10 years of partnership with John Deere.

John Deere is the leader in agricultural equipment, machinery manufacturing and innovation. MSM became an authorised John Deere dealer for Mongolia in 2014 by introducing the W210 model combine harvester. Today, we offer our customers six types and 23 models of agricultural equipment from the world-renowned agricultural equipment manufacturer John Deere.

As of today, MSM Group has more than 130 agricultural customers who are successfully running their businesses in key rural farming regions such as Darkhan, Selenge, Orkhon, Bulgan, Tuv, and Dornod provinces of Mongolia.

Agriculture Night was an opportunity to reflect on the outstanding progress made in 2024 and to set even more ambitious goals for 2025. We also never forgot to show our massive gratitude and respect for the immense contribution made by our farmers, industry leaders and all those dedicated to improving agricultural practices and driving innovation in the field.

Through the night, we celebrated the impact that the agricultural industry has on the economy, food security and overall well-being of the nation. The celebration was joined by farmers, agricultural experts and industry leaders.

More than anything, this event reaffirmed our commitment to support the farming community with high-quality equipment and technology so that we could achieve a sustainable future and the continuous growth of Mongolia's agriculture sector.

As we look towards the future, we believe that we can build an even stronger foundation, ensuring that agriculture continues to be a pillar of Mongolia's growth.

Agriculture night with MSM



 $Colleagues from \, MSM, John \, Deere \, and \, Per \, Magnusson \, from \, Jebsen \, \& \, Jessen \, Group \, celebrating \, Agriculture \, Night together.$



Cindy Bian, Director of Sales and Marketing, John Deere Asia Pacific and Mark Gabel, Chief Executive Officer, MSM.



Digging for Conservation: Creating Salt Licks for Wildlife

by Pierre Courso, Thailand



Digging trenches for artificial salt licks to support wildlife at Khao Yai National Park.

ebsen & Jessen Ingredients in Thailand had the opportunity to contribute to an impactful environmental initiative at Khao Yai National Park creating artificial salt licks to support the park's wildlife on Jan 18, 2025.

For wild elephants and gaurs, these salt licks serve as an essential source of minerals vital for their health. By engaging in this initiative, we not only supported the local ecosystem but also gained a deeper appreciation for conservation efforts.

For our teammates, the activity was both unique and rewarding. We took turns digging 0.5m-deep trenches in the refreshing mountain air, equipped with pickaxes and hoes. We started it all off with a joke, saying how effortless digging in movies looked. However, what seemed like a simple task quickly proved to be physically demanding! But we learnt that working together and taking turns made the challenge more enjoyable. It even strengthened our teamwork and camaraderie.



Adding water after combining the soil and minerals for the salt lick in Khao Yai National Park.

Once the trenches were ready, we added a mineral mixture and blocks, carefully breaking them up in the trench. After covering the trenches with soil, we watered the area to complete the process. All of this required our precision and coordination. And after all that, the result was really satisfying because of all the efforts required from us.

This hands-on experience highlighted how even small actions can make a significant impact on environmental conservation. It was a humbling yet joyful initiative that deepened our connection with nature while reinforcing our team spirit.

We take pride in having played a role in preserving the delicate balance of Khao Yai's ecosystem and remain committed to sustainability efforts. Looking ahead, we are eager to continue engaging in initiatives that contribute to the protection of our environment.

Transforming China's Beverage Market,

One Vita Coco at a Time

by Nikky Wang, China

ebsen Group has joined hands with Vita Coco, the world's leading coconut water brand known for its refreshing and nutrient-packed beverages to the Chinese mainland.

Since Dec 1, 2024, Jebsen Beverage, one of the business lines under Jebsen Group, has been the sole distributor of Vita Coco's coconut water in China, a move that signals a strategic partnership between the two.

Co-founded in 2004, Vita Coco now a Certified B Corporation is known for its leading US coconut water brand by Michael Kirban and Ira Liran. Its portfolio includes Vita Coco, Ever & Ever (sustainably packaged water) and PWR LIFT (proteininfused water). Vita Coco has quickly grown into a household name, becoming the leading coconut water brand in the US and UK and expanding its reach to over 30 countries. It is born out of a simple yet powerful idea: to bring the natural hydration of coconut water to the world.

For Kirban, it was never just about the numbers. It was about offering consumers a healthy, nutritious and great tasting products to more consumers in the Chinese market. With a commitment to health and sustainability, Vita Coco is packed with electrolytes and nutrients, making it a popular choice for hydration.

China's beverage market is undergoing a transformation, with a surge in demand for premium, health-focused drinks. As consumers shift away from sugary sodas and artificial energy drinks, Vita Coco's natural, refreshing coconut water is poised to make waves.

Frederic Noyere, Managing Director of Jebsen Beverage, recognises the opportunity: "We are thrilled to be collaborating with the renowned brand Vita Coco. As health-conscious consumers reshape the Chinese beverage market, Vita Coco will fit seamlessly into our portfolio of premium and healthy beverages. Our partnership will leverage collective resources, knowledge and expertise to generate enduring value for our brands, business partners and customers."

Jebsen Group, with its deep-rooted expertise in brandbuilding in Greater China, brings a wealth of experience in delivering global brands to local consumers. Through this strategic partnership, Vita Coco is set to reach millions of new consumers seeking a natural, revitalising alternative.

Co-founder and Executive Chairman of Vita Coco Michael Kirban shares his excitement about this next chapter: "We are pleased to embark on this new journey with Jebsen Group, a trusted partner with a strong legacy of building brands in Greater China. We look forward to bringing healthy, nutritious and great-tasting products to more consumers in this dynamic market."



The new packaging of Vita Coco coconut water.

New Beginnings and Taking Root

by Carlotta Westphal, Germany

ebsen & Jessen Hamburg has proudly hosted Corporate Culture Day, a significant milestone in enhancing our onboarding experience. This special event is designed to help new colleagues understand not just what we do, but who we are as a company.

Corporate Culture Day is an effort to let new colleagues feel welcomed, valued and most importantly aligned with our culture. It also plays a crucial role in providing insights into our history, values and the people behind our success.

Led by our Managing Partner, Fritz von der Schulenburg, the day begins with an in-depth introduction to the family history of our company and the broader family enterprise, including our sister companies, the Jebsen Group and the Jebsen & Jessen Group. The reason why this session exists is because we believe that learning about Jebsen & Jessen's roots will help new colleagues appreciate the journey that has shaped us, but most importantly, it is to highlight how Jebsen & Jessen defines our core values as the centre of everything we do.

HR Department Manager Lena Schierbrock then takes over to provide an insightful overview of Jebsen & Jessen Hamburg's workforce, offering new colleagues a clearer perspective on the people and structures that drive our organisation.

And of course, how could we forget about a perfect meal? We invite our new colleagues to gather at the JJBistro to enjoy a meal together to let our new colleagues connect with one another, both inside and outside their immediate teams. These informal moments contribute to fostering meaningful relationships and a true sense of belonging.

To end the session, Department Manager Corporate Communications & Marketing Hanna Priebe shifts our focus to what truly defines us: our values. Saving the best for last, this workshop is where new colleagues explore the four pillars of corporate identity: Open-minded, Competent, Innovative, Family Spirit. This discussion is insightful and inspiring, making us reflect on what these values mean in our daily work and how they shape our company culture, reinforcing the strong foundation we all contribute to.

For us at Jebsen & Jessen Hamburg, this Corporate Culture Day is an investment not only in our people but also our future. We are proud of the enthusiasm and engagement from everyone who participates, and we look forward to making Corporate Culture Day a lasting tradition.



Corporate Culture Day in session with new colleagues.



Safetech and Scania **Launch Brand New**

Elevated Work Platform

by Ben Oliver, Australia

arlier, Safetech has unveiled its largest Elevated Work Platform (EWP), fitted to a Scania P380 XT, designed to enhance safety, reduce cost and improve efficiency for mining operations.

Scania's special vehicle division has collaborated with Safetech to provide an ergonomic platform, reducing the need to remove heavy components from site for maintenance. This is also done to assist a major mining company undertake safe maintenance of its biggest machinery by creating an elevated work platform that is not only highly manoeuvrable on rough terrain, but also capable to withstand the harsh Australian conditions.

In 2025 and after another two trucks have rolled out the door, the customer continues to show how thrilled they are with this product with more orders.

The EWP has a payload capacity of 1.5 tonnes, allowing forklifts to load materials directly onto the platform through wide-opening side and rear gates. It can lift crews and materials up to 11 meters and extend laterally by 3 meters, with a spacious 7.5-meter platform for servicing, installation, and repair work.

To ensure a greater stability and safe working environment, the EWP sits on chassis-mounted outriggers and features an auto-levelling system with a digital readout for precise leveling on uneven ground. It also includes motorised access stairs, a traversing platform, and an intuitive control system with remote diagnostics. Safety features like anchor points, tie-downs, safety gates, and a non-slip aluminum floor ensure a secure working environment.

Rene Van Oppen, Scania's Business Manager in Mining, said the Scania XT is ideal for the EWP due to its strong body control integration and proven performance in mining operations.

There is much interest about this concept around the industry since the beginning of this project between Safetech and Scania, and he is confident that in time, more mining operators will be able to see the benefits of this EWP design.

This could give mining operators a great benefit from flexibility to saving millions of dollars per year by reducing downtime on their big machines or infrastructure.



Scania XT with Elevated Work Platform mounting,

Always a First for Everythi

by Richard Cheong, Singapore

ebsen & Jessen Technology (Industrial Services) is proud to announce another major milestone with an order for a Hermle milling machine for the servicing of jet fan blades in Feb 2025.

The Hermle C62U is a 5-axis machining centre well-suited for high-precision applications like machining blisks (blade-integrated disks) in the aerospace industry. Its simultaneous 5-axis capability, rigid construction and high dynamic performance make it ideal for handling complex geometries and high-performance materials used in jet engine components.



Hermle C62U machine, the first in Southeast Asia.

With the Hermle order, this will be the first C62U machine deployed in Southeast Asia. This milestone reflects a steadfast commitment to delivering cutting-edge solutions and driving technological advancements.

Friends, Traditions, New Year and Jebsen & Jessen!

by Kyanna Sannishara Soekardjo, Indonesia



Jebsen & Jessen's Singapore office celebrated Chinese New Year with a

s the New Year arrived, our offices from all around the world came alive with festive cheer. It was a time to embrace new beginnings, connect with colleagues and immerse in the cultural joy that makes this period so special.

From the moment you walked in, the atmosphere was set. Some of the offices were decorated with vibrant red and gold decorations. Many colleagues were also donning very smart and beautiful traditional attire.

No New Year, particularly a Chinese one, is complete without lion dance! From Singapore to Malaysia, from red lions to blue lions graced the offices. Of course, how to forget about the traditional Lo Hei? In Singapore, colleagues gathered around the colourful dish while tossing the ingredients high.

The beats of the drums and the lively movements of the lion dancers captivated everyone, symbolising the ushering in of good luck and prosperity. Not only that, the lions also made its way through the factory, the one that colleagues had cleaned beforehand as a meaningful way to start the new year.



Blue lion dance performed in front of the Jebsen & Jessen Packaging factory in Nilai, Malaysia.



Jebsen & Jessen colleagues participated in the Lo Hei

Looking forward to a year filled with prosperity, success, and shared achievements together.



JEBSEN & JESSEN

Core businesses include cable technology, garnet, ingredients, life sciences, packaging and other industrial technology, across more than 15 countries in