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#### ABOUT THE MASTHEAD

The Mackerel masthead subtly combines graphic images of the compass, sky and vast ocean to symbolise Jebsen & Jessen's sea-faring history and growth to become a leading distribution, manufacturing and engineering group. The ripples reflect the expanding and international character of our family enterprise and the communication function of this newsletter

### Jebsen & Jessen Group Turns 60

Celebrating the unity that has brought us this far and the Mackerel spirit that continues to drive us forward

By Thipwadee Rattanaanantachote, Thailand



Jan 2024 Sixty years ago, on 24 December 1963, Jebsen & Jessen Group's journey in South East Asia began in Singapore. Today, on the grand stage of our Diamond Jubilee, the Group radiates not with the brilliance of gemstones, but with the collective fire of people, cultures, and dreams woven into a tapestry of shared triumph.

The passage of time has not been without its storms. Singapore's racial riots in the 1960s, the Asian financial crisis of the 1990s, the SARS and COVID-19 pandemics, as well as trials like factory fires and floods have tested our mettle, yet the resilience of the Jebsen & Jessen family only grew stronger. These moments exemplified the true essence of the Mackerel spirit: adaptability, innovation, resourcefulness, and steadfast optimism in the face of adversity.

Today, we find ourselves in an era unimaginable to those who planted that first seed. Over the

past six decades, we have been transformed from a fledgling family trading business in Singapore and Malaysia into a diversified group of nearly 3,000 colleagues. Together, we serve 20,000 customers across the entire ASEAN region and are now rapidly entering global markets. Yet, amidst this remarkable expansion, our core remains unchanged the indomitable Mackerel spirit, passed down from our founders.

Guided by this spirit, we strive to further strengthen our leadership position, aiming for the objectives of our current "Advance & Build" strategy: to grow our businesses and nurture our people.

Countless chapters lie ahead, built on our values of sustainability, entrepreneurship, innovation, and partnership. Within these pages, future-ready industrial companies emerge as architects of a more sustainable tomorrow for the next generation.



An enthusiastic senior management team looking forward to the next 60 years together.

#### **BUSINESS**

### The Future of Car Parks

#### MHE builds automated carpark system for new hotel in Singapore

By Geraldine Sue, Malaysia

Oct 2023 MHE, the material handling division of Jebsen & Jessen Technology, has been appointed to design, supply, and install an Automated Guided Vehicle (AGV) car park system for UOL Group's new 250-key hotel in the middle of Orchard Road, Singapore.

As part of Singapore's new initiative to encourage the redevelopment of older buildings in strategic areas into new, bold and innovative developments, Faber House, a 12-storey commercial building, has been rezoned for hotel use. It will take on a new lease of life as an 18-storey hotel development with a bank, F&B outlets, and an urban veranda. With a plot size of just 11,025 sqm, UOL Group chose MHE to develop an energy-efficient, high-tech automated car parking system that maximises the limited prime space allocated for cars.

The MHE team will be building and installing the entire AGV system which seamlessly manages and stores up to 21 sedan cars for future users of the building. The project is underway and expected to be completed in the second quarter of 2026.





### A Global Stage

#### JJ-LAPP solidifies its industry standing at ITAP 2023

By Samantha Ling, Malaysia



JJ-LAPP and LAPP teams showcasing the latest innovations at the ITAP 2023 exhibition.

Oct 2023 JJ-LAPP made its presence felt at the Industrial Transformation Asia-Pacific Exhibition (ITAP) 2023, held at the Singapore Expo from 18 to 20 October 2023.

ITAP 2023 is an industrial development specialised trade fair and an event of HANNOVER MESSE, the world's leading trade show for industrial technology. Bringing together over 18,000 global Industry 4.0 leaders, solution providers, and delegates, ITAP 2023



JJ-LAPP and LAPP teams at ITAP 2023.

was the perfect international platform for JJ-LAPP to showcase its leading cable and connectivity solutions and industrial and building automation expertise.

The JJ-LAPP team took the opportunity to connect with new and existing clients, partners and industry leaders while exploring new market segments for growth.

#### **BUSINESS**

### The Ripple Effect

### Cables International grows with strategic partnerships

By Marcus Lye, Malaysia



Operating platform in deep water up to 520m, anchored by concrete legs to the ocean floor.

Dec 2023 In 22 years, Cables International has grown to become the world's leading supplier of specialty cables for the marine and offshore sectors. This has been driven, in part, by its many partnerships with major manufacturers such as Prysmian Group, TMC Cables, Tecnikabel, APS Finlad, Ellis Patents, Eaton, and Marechal. These partnerships enable Cables International to serve global offshore oil and gas locations from its distribution centres in Singapore, Malaysia, China, Australia and Dubai.

For example, Cables International partners with Ellis Patents to offer cable cleats to meet the gruelling needs of the energy sector, and with cable specialists Tecnikabel and APS Finland to present telecommunications cables. Its portfolio now also includes extensive hazardous area equipment like lighting, junction boxes, and control stations.

On the service front, the company's flagship Cable Management Solutions programme has been key to its strategic partnership with SBM Offshore, Yinson, BWO Offshore and more, enabling it to successfully supply cables for the FPSO Agogo, FPSO Barossa, FPSO Almirante Tamandaré, Mero 4 and FPSO One Guyana. The programme guarantees that a customer's cables and wiring are carefully devised, exactingly installed, and meticulously overseen for maximum efficiency, and includes support from an in-house team of experts.

By developing productive partnerships and anticipating customers' needs, Cables International has earned its place at the head of the cable industry.

### From Singapore to the World

#### ||-Lurgi sets up holding company in Singapore to go global

By Lim Si Howe, Malaysia



Dec 2023 JJ-Lurgi has announced the establishment of a new Singapore-based holding entity, marking a pivotal step in its 'Go Global' strategy.

The new entity will allow for streamlined processes of establishing foreign subsidiaries and associates supporting JJ-Lurgi's global expansion footprint. Singapore's comprehensive list of tax treaties provide financial stability and predictability for business operations while potential Singaporean grants and incentives could further bolster investment growth.

As a joint-venture between Jebsen & Jessen and Air Liquide Global E&C Solutions, JJ-Lurgi leverages combined expertise to bring innovative edible oil and oleochemical processing solutions to the global market. Aligned with its 'Go Global' strategy, JJ-Lurgi aims to consolidate and leverage synergies from its parent companies to drive efficiency and cost-effectiveness.

Establishing the new holding entity in Singapore, which became operational in December 2023, has set the stage for expansion into key markets, including South Asia, Europe, and Latin America.

#### **BUSINESS**

### Ingredients for a Better Tomorrow

### Jebsen & Jessen Ingredients unveils new corporate video

By Pierre Courso, Thailand



Scan to watch the video:



A scene from the Jebsen & Jessen Ingredients corporate video.

Nov 2023 Jebsen & Jessen Ingredients unveiled its latest corporate video at Asia Pacific's leading trade event for personal care ingredients, in-cosmetics Asia.

Titled 'Ingredients for a Better Tomorrow', the video beautifully encapsulates Jebsen & Jessen Ingredients' core mission and emphasises our steadfast dedication to a sustainable future. It takes viewers on a journey through everyday life, showcasing how our ingredients play a vital role from dawn till dusk.

From plaque-reducing toothpaste in the morning to highperformance tires ensuring safe commutes at night, the video underscores the pervasive presence of Jebsen & Jessen Ingredients in daily routines.

Starring primarily our own colleagues, the video highlights our premier partnership approach and highlights our commitment to value creation and a solution-focused ethos, both of which keep us at the forefront of innovation.

### A Hard-Won Victory

### Jebsen & Jessen Packaging wins contract from Malaysia's largest dairy producer

By Goh Hoong Thye, Malaysia

Sep 2023 Persistence and determination have paid off for Jebsen & Jessen Packaging as they secure a new contract for the supply of 700ml high-density polyethylene (HDPE) bottles from Farm Fresh.

Farm Fresh is a leading Malaysian brand and holds the largest market share domestically. Despite having existing plastic bottle packaging suppliers, the customer was driven by confidence in our high-quality products and a deep understanding of their business needs.

In the lead-up to the contract, our team, armed with fresh insights about Farm Fresh's business expansion plans and meticulous product and market research, proposed innovative solutions that impressed the customer. We also demonstrated our commitment by offering to adapt our machinery to align with their product line.

This hard-won contract signifies a significant milestone and the beginning of a promising partnership between Farm Fresh and Jebsen & Jessen Packaging. It reflects our dedication to delivering excellence and our ability to provide tailored solutions to our customers.



Farm Fresh factory in Johor, Malaysia.



Farm Fresh milk in Jebsen & Jessen Packaging bottles on store shelves.



Jebsen & Jessen Packaging bottles on Farm Fresh's filling line

#### **FVFNT**

### A Skin Tech Revolution

### Jebsen & Jessen Ingredients augments growth through industry engagement and workshops

By Surassawadee Krittanachai, Thailand

Nov 2023 Jebsen & Jessen Ingredients' Regional Pharma & Personal Care team has had a full calendar in recent months, showcasing our technologies and products and solidifying our presence in the cosmetics and personal care sector across South East Asia.

#### in-cosmetics Asia Exhibition

At in-cosmetics Asia 2023, a premier B2B platform for personal care ingredients in the Asia Pacific region, Jebsen & Jessen Ingredients stood out by partnering with Innovacos and LABIO. Our joint booth became a focal point for discussions on emerging trends and technologies, with as many as 26 product prototypes from our Regional Lab on display. Together with our partners, we were able to showcase our leadership in driving innovation within the personal care industry, while also forging new connections and nurturing existing partnerships.



BioNest's cutting-edge sunscreen products on display at the seminar, highlighting the latest advancements in UV protection technology.

#### Sustainable Solutions Workshops with Innovacos

We reaffirmed our dedication to sustainable beauty practices through workshops with Innovacos. The events held in Bangkok, Thailand and Puncak Alam, Malaysia focused on clean beauty innovation and sustainability, providing attendees with valuable insights into global market successes and technologies. Collaborating closely with industry leaders like Innovacos and the Atta-ur-Rahman Institute for Natural Products (UiTM), we led the conversation around sustainable solutions in cosmetics.

Through these collaborative efforts, Jebsen & Jessen Ingredients continues to position itself as a key player in delivering advanced, sustainable personal care solutions, and an innovation leader in the industry.



Jebsen & Jessen Ingredients Regional Sales Team from the Personal Care Department and co-exhibitors from Innovacos and LABIO at In-cosmetics Asia 2023.

#### **BIO-NEST Seminar on Innovative Sunscreen**

In collaboration with BIO-NEST, we held a successful "Next Generation of Skin Care & Sunscreen" seminar in Thailand. The seminar was effective in demonstrating our commitment to engaging industry players while showcasing cutting-edge technologies such as BIO-NEST's encapsulation technology, which stabilises the chemical UV filter in sunscreens to ensure a long-lasting and consistent sun protection factor (SPF). The seminar attracted a diverse professional audience, eager to explore the future of skincare and sun protection. This further elevated our brand reputation and cemented BIO-NEST as the market leader in innovative and high-quality cosmetic ingredients.



Innovacos technical expert leading a lab demonstration, offering customers an in-depth view of the science behind our sustainable beauty solutions.



#### INNOVATION

### More Power to the Philippines

MHE introduces the country's first Lithium-ion lift trucks motor pool

By Sahara Saripada, Philippines



Nov 2023 MHE, the material handling division of Jebsen & Jessen Technology has proudly inaugurated its Lithium-ion (Li-ion) lift trucks motor pool in the Philippines, marking a significant leap forward in sustainable logistics and warehousing operations within the Asia Pacific region. This first-of-its-kind initiative exemplifies MHE's unwavering dedication to innovation and environmental stewardship, heralding a new era of efficiency and efficacy in material handling.

The motor pool will serve as the operational nucleus for the maintenance, repair, and servicing of over 40 forklift units, currently operational at the premises of Mactan Grains International Inc. Additionally, it will act as the primary charging station for reserve Li-ion forklifts, ensuring seamless material handling operations. To guarantee uninterrupted service, MHE has assembled a highly skilled and fully equipped service team dedicated to the facility, further enhancing operational efficiency and customer satisfaction.

At the heart of this initiative lies the transformative potential of Lithium-ion technology. Unlike traditional lead-acid batteries, Li-ion batteries optimise forklift performance by delivering consistent power throughout their entire discharge cycle. With rapid charging capabilities that minimise downtime, these advanced batteries enhance productivity and operational flexibility, setting new standards for performance and sustainability in the industry.

Beyond the significant enhancement of existing machinery and technology, the motor pool embodies MHE's commitment to empowering its workforce. Serving as both the hub for the service team and a comprehensive storage facility for spare parts, this investment provides employees with access to cutting-edge equipment and technology, underscoring our commitment to our people's professional growth and well-being.

This milestone redefines the way truck fleets are being maintained

and serviced. It stands tall as a mark of the business unit's relentless pursuit of operational excellence and underscores our determination to pave the way for a more efficient and sustainable future. As we embark on this revolutionary journey, MHE reaffirms its commitment to innovation, environmental responsibility, and the well-being of its employees—setting the stage for continued success and growth in the years to come.



#### PFOPI F

### Going for Growth

#### Jebsen & Jessen completes Growth Mindset training for all employees!

By Joyce Low, Singapore, Tharathorn Suksawad, Thailand and Suthaphong Eamphanich, Thailand





Group photo of Growth Mindset class in the Philippines.

Myanmar participants exchanging ideas with one another during one of the group activities.

Dec 2023 Jebsen & Jessen's Growth Mindset journey began in 2022 when we engaged Dr Reza Abraham, co-founder of InControl Group and Growth Mindset Master Trainer, to develop a two-day programme for us. This included Train-the-Trainer sessions to ensure that we could scale the programme to touch every single Jebsen & Jessen employee, from Senior and Middle Management to Executives, Supervisory and Operatives employees.

We achieved this in 2023, with a total of 57 sessions conducted by internal trainers. In addition, Country HR teams organised Growth Mindset activities to complement the training and sustain the Growth Mindset concept.

#### Learning to Embrace Challenges

Our Growth Mindset training encourages employees to view challenges as opportunities for growth and learning rather than as obstacles.

Through peer sharing as well as interactive activities like noodles and balloon games, many employees shared that they gained a profound awareness of the importance of a growth mindset in all aspects of life. They acquired a positive attitude towards change and honed their creative thinking skills with the aim of transforming seemingly impossible situations into achievable goals.

#### Applying the Growth Mindset

2023 also saw locally driven Growth Mindset activities across countries, where employees were invited to share their growth stories. The best stories were selected, and top Growth Mindset Champions crowned!



Winners from 'A Wall of Inspiration' activity organised by Malaysia Growth Mindset committee.



During the training for operative employees in Vietnam.

Additionally, in Malaysia, this formed the basis for a 'Wall of Inspiration', which received approximately 300 Growth Mindset quotes from employees, while Singapore planted a 'Growth Mindset Tree' with employees writing down how they applied a Growth Mindset on apple-shaped post-it notes.

These locally driven activities were in addition to a virtual session organised at the Group level during the Jebsen & Jessen Learning Festival, where employees were invited to share and learn from each other's Growth Mindset stories.

While the Growth Mindset is now clearly part of our people's daily behaviours, as a Group, we will continue reinforcing its importance and rewarding its use so as to embed it into our corporate culture.



#### PFOPI F

# Stronger and Happier!

Recapping a year of Health & Wellness initiatives

By Annisa Piranti, Indonesia



A group photo of the participants of JJ Amazing Race with the Group's CHRO, Olivia Chua.

Dec 2023 At Jebsen & Jessen, nurturing the well-being of our employees is paramount. In 2020, we established Health & Wellness Committees in every country we operate in to foster a ground-up movement that supports our people's professional and personal growth. This has grown into a highly anticipated annual programme centred on five key pillars: #Environmental, #Financial, #Mindfulness, #Physical, and #Social. Together, this creates a comprehensive wellness experience for our workforce.

Looking back at 2023, these are some of the highlights that our people enjoyed!



Colleagues in Thailand during mangrove tree planting.

**#Environmental:** We actively engaged in initiatives to combat plastic pollution through organised beach clean-ups, tree-planting activities, visits to recycling centres, and participation in recycling initiatives across our operational countries.

**#Financial:** We continued to prioritise financial literacy by hosting workshops and talks aimed at enhancing employees' financial wellness, building upon previous years' efforts in this area.



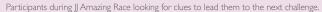
Colleagues in Myanmar during a beach clean-up.



Myanmar team after a successful session of a financial talk.

#### PFOPI F







Participants during their "teh tarik" challenge.

**#Social:** The highlight of 2023 was undoubtedly the JJ Amazing Race, where teams competed in a series of exhilarating challenges, fostering camaraderie and team spirit along the way. This full-day event provided employees with the opportunity to bond outside of the workplace while flexing their physical and mental agility.

**#Mindfulness:** A webinar titled "Healthy Mind Toolkit: Boosting Your Mental Health," was organised by our Health & Wellness Committees in Singapore and the Philippines in collaboration with EHS and Workplace Options. This attracted approximately 300 participants from across the region, who each gained valuable insights and practical tools for practicing mindfulness in their daily lives.



Colleagues in Malaysia participating in a Tabata session.



Our colleagues in Singapore engaged in a yoga session.

**#Physical:** Our calendar was filled with diverse fitness activities including Pilates, Zumba, Indoor Step, Laughing Yoga, Body Combat, Aerobics, and Aero Kickboxing, ensuring that there's something for everyone—and that everyone stayed active and energised!



Mindfulness activity in Thailand.



The winning team of the JJ Amazing Race accepting their trophy.

Our gratitude goes out to our Health & Wellness Committees for orchestrating an engaging and dynamic programme in 2023! We are excited for what the future holds and remain committed to advancing the well-being of our employees as one Jebsen & Jessen!



#### **PEOPLE**

# 25-Year Long Service Celebrations

Congratulations to Daniel Yang and Tan Hsueh Leng on their 25th work anniversary with the Group!

By Stephanie Ong, Singapore





Left to right: Heinrich Jessen, Tan Hsueh Leng, Viktor Leendertz.

Left to right: Per Magnusson, Chris Tan, Daniel Yang, Viktor Leendertz, Heinrich Jessen.

Nov 2023 It was with immense joy and pride that we came together twice in two months to celebrate the 25th work anniversary of two colleagues—Development Manager Daniel Yang and Credit Control Executive Tan Hsueh Leng.

Both Daniel and Hsueh Leng joined Jebsen & Jessen in 1998 and have been an integral part of our growth ever since. On this remarkable occasion, it was only fitting that we celebrated their career journey and gave thanks for their dedicated service. As we honour their achievement, let us take this opportunity to express our sincere appreciation for their loyalty and their contributions that have shaped the success story of Jebsen & Jessen.

Here's wishing both of them many more fulfilling years with Jebsen & Jessen!

# Senior Management Changes

Tee Hor Chang becomes Chief Operating Officer of Jebsen & Jessen Packaging

By Azlan Mohamad Nor, Malaysia



Dec 2023 Jebsen & Jessen Packaging is delighted to announce the promotion of Tee Hor Chang from Regional Operation Director to Chief Operating Officer (COO), effective I January 2024.

"Throughout his tenure as Regional Operation Director, Hor Chang has showcased exceptional leadership, strategic insight, and an unwavering commitment to operational excellence. His dedication to driving efficiency, optimising processes, and fostering a collaborative environment has been instrumental in the success of our regional operations overall," said Chui Tau Siong, CEO, Jebsen & Jessen Packaging.

In his new capacity as COO, Hor Chang will be a co-pilot to Tau Siong as they steer the business to greater heights together. Hor Chang will lead the entire spectrum of their factory operations, oversee strategies to enhance productivity, streamline processes, and uphold the highest standards of quality and innovation.

#### FAMILY ENTERPRISE

### Expanding Across Asia

Sister company GMA Garnet appoints team members in Malaysia and Japan

By Julie Lynton, Australia

Dec 2023 Following a successful trip in 2023 to engage with key customers across Asia, sister company GMA Garnet Group has appointed two Business Development Managers. Yasuo Igarashi, based in Tokyo, and Kenneth Khoo, based in Malaysia, will work closely with GMA's customers and distributors, identifying new business opportunities, and assisting in facilitating the company's growth within the North East and South East Asia regions respectively.

Already a market leader in industrial garnet, GMA's expansion will anchor its business in Asia as it looks to further capitalise on emerging opportunities in a highly competitive industrial landscape. General Manager of International Sales and Marketing, Flynn Cowan emphasised, "Our focus on the Asia Pacific region extends beyond expanding our customer base. It's about enhancing the GMA brand and its value proposition to meet the region's specific demands."

GMA has also recently unveiled its new packaging, processing, and distribution hub in Port Klang, Malaysia, which will help it optimise operations and better serve customers in the region.



GMA General Manager International Sales and Marketing Flynn Cowan (left) and Sales Manager Australia / Pacific Chris Manger (right), with JD Hawke Director Mr. Kim during a recent visit to South Korea.

### Capturing China's Demand

Jebsen Group displays confidence in the Chinese economy

By Jodie Lam, Hong Kong



Dec 2023 Sister company Jebsen Group's CEO Alfons Mensdorff has reaffirmed the sister company's confidence in the Chinese economy in a recent interview with China Daily.

Calling market fluctuations as inherent to the trajectory of a long-standing family business, Mr Mensdorff cited the Group's continued investment in Greater China as a strong show of confidence. This includes a series of recent acquisitions in the pet care and beverage industries, led by Jebsen Capital, which has brought brands like ADP Group, Vetopia, and 31Jiu under the Jebsen name. The sister company is also actively diversifying its portfolio to cater to evolving consumer preferences, particularly in the health and wellness space.

Central to Jebsen & Co.'s ethos is building consumer trust and investing in sustainable growth and value creation, to which end Mr Mensdorff stressed the importance of patience and a long-term perspective.



Alfons Mensdorff, CEO of Jebsen Group.



#### **FEATURES**

### Water for Life

Jebsen & Jessen volunteers bring clean water and hope to communities in Pekan Pensiangan, Sabah

By Ranjetha Kumar, Malaysia



Volunteers transporting cement bags for building water tank foundations

Nov 2023 Nestled in the lush landscapes of Sabah, Malaysia, is the village of Pekan Pensiangan. Beneath its serene façade, however, lay the challenge of accessing clean water—a fundamental necessity for its predominantly Orang Murut community. To meet this need, Jebsen & Jessen, in collaboration with EcoKnights, embarked on a mission to bring clean water to this remote village and change the lives of 30 resident families.

A team of 22 dedicated volunteers embarked on this journey, organised as part of Jebsen & Jessen's flagship CSR programme, Meet a Need.

After a series of flights, bus rides, and a rugged four-wheel drive through challenging terrain, the volunteers immediately rolled up their sleeves and got to work. Their first task was to expand the village dam to enhance the access to clean water. Over the next few days, they collected sand and rocks, traversing dense jungle trails to bolster the dam's capacity. With each step, our volunteers toiled in hard labour, working collaboratively, for the betterment of the villagers.

Next, they dug canals and laid pipes, ensuring the seamless flow of clean water to the village, and distributed portable water filters to all the families. Our volunteers also painted the outdoor meeting area of SK Pekan Pensiangan K9 with bright and invigorating colours, inspiring and encouraging children to learn in a cheerful environment.

Beyond practical assistance, the expedition fostered cultural exchange and unity. Moments of joy and celebration punctuated the hard work, as volunteers and villagers shared meals, performances, and traditions.



Volunteers digging canals to lay water pipes.

As the project culminated, and clean water flowed through the pipes, it was time for our volunteers to leave. Emotional farewells marked the end of the journey, underscoring the bonds forged and the lives touched in such a short span of time.

Reflecting on this transformative experience, our volunteers recount not just memories but a profound sense of fulfilment. Their accomplishment at Pekan Pensiangan is testament that with compassion, collective action, and determination, each one of us can contribute to a brighter tomorrow for everyone.



Volunteers rejoice as water finally flows through the pipes.



The group of 17 volunteers together at SK Pekan Pensiangan.

#### About lebsen & Jessen Group

We are an ASEAN-focused industrial conglomerate with a diverse network of businesses spanning manufacturing, engineering, and distribution activities.

The five core business units - Cable Technology, Ingredients, Life Sciences, Packaging and Technology - are present in twelve countries and deliver through various locations across Australia, China, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, Brazil, Germany and India. Our 13 manufacturing facilities are in Indonesia, Malaysia, Myanmar, Singapore and Vietnam. Our 3,000 people work as one to develop meaningful products and services for the 20,000 customers

Jebsen & Jessen Group forms part of a global family enterprise that dates back to a trading partnership formed in Hong Kong in 1895. Beyond the region we are closely connected to a network of sister companies in Australia, Europe and Greater China.

For more information, visit www.jjsea.com