



JEBSEN & JESSEN

FOR IMMEDIATE RELEASE

JJ-LAPP, More Than Just Cables

JJ-LAPP Moves Toward Becoming the Leading Cable and Connectivity Solutions Provider in ASEAN

Singapore, 9 April 2019 – Diversified industrial group, Jebsen & Jessen, announced today the launch of a refreshed corporate name and logo of its cable technology joint-venture JJ-LAPP. The change reflects the company's vision and strategy as the leading cable and connectivity solutions provider in ASEAN. The process of the company's name change from JJ-LAPP Cable to JJ-LAPP was completed on February 2019. In alignment with the adoption of a new name, the company's logo has also changed.

"Over the past 15 years, the team at JJ-LAPP has built a strong and recognisable company and we are proud of their work. The renaming is a natural step to reflect the growth and strides of the company from a distributor of products to ASEAN's leading cable and connectivity solutions provider," said Heinrich Jessen, Chairman of Jebsen & Jessen Group.

"With more than three decades of working relationship between Jebsen & Jessen Group and the Lapp group, the decision to evolve the brand identity seeks to reinvent ourselves for new opportunities while maintaining the solid foundation that has been built, especially in the business partnerships with our customers."

JJ-LAPP takes pride in being the experts within ASEAN, serving more than eight countries in the region. Its focus segments are building automation, industrial automation, renewable energy, original equipment manufacturer (OEM), transportation, and automotive. JJ-LAPP's expertise ranges from industrial connection technology, automation, fire protection system, cable management system, and safety technology.

As a regional company, JJ-LAPP's entities in South East Asia will also reflect the same changes to their name and logo. The new name and logo are effective immediately and the exercise does not affect any operations and services to its clients. A complete list of all JJ-LAPP's entities in Southeast Asia is available at www.jj-lapp.com/contact-us.html.

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About JJ - Lapp

JJ-Lapp was founded as a joint venture between Jebsen & Jessen Group and Lapp Holding Asia, a subsidiary of Lapp Group in Germany, to become the leading cable and connectivity solutions provider in ASEAN.

We bring value to our customers by localising German innovation, manufacturing our high-quality products in Indonesia, and complementing this with a suite of products sourced from world-renowned brands. This enables us to provide a wide range of solutions that maximises return on investment for our customers.

Located in nine countries across ASEAN, our team is committed to building trust-based partnerships with our customers and helping them achieve the business success they desire.

We are proud to have served the Building Automation, Industrial Automation, Renewable Energy, Original Equipment Manufacturer, Transportation, and Automotive sectors with cable and connectivity solutions since 1980.

For more information, visit us at www.jj-lapp.com

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