



2022

**Jebsen Group**

Corporate Social Responsibility Report



## About this Report

This report marks the 14<sup>th</sup> consecutive year that Jebsen Group publishes its annual Corporate Social Responsibility Report ever since 2009. It explores and documents our effective practices in the area of sustainability in 2021. The report covers our relevant endeavours in 2021, examining the current efforts and future aspirations in environmental conservation, staff well-being, and philanthropy across our diverse business lines.

## Report Scope

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The report covers all entities under Jebsen Group that have control or major impact over the Group's finance, operations policies and practices, including Group Functions, Beverage, Consumer, Industrial, Motors, Logistics, and Jebsen Capital. It summarises the Group's operations in the Greater China region and its economic, environmental and social implications from January to December 2021. All data and information used in this report are sourced from Jebsen official documents and reporting. Jebsen Group herein may be referred to as "Jebsen", "the Group", or "We".

## Report Index

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This report is compiled based on the Sustainability Reporting Standards set by the Global Reporting Initiative (GRI), and referred to Sustainable Development Goals (SDGs) set by the United Nations.

## Report Publication

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This electronic report will be released simultaneously in Simplified Chinese, Traditional Chinese, and English in December 2022. For online reading or downloads, please visit: [www.jebsen.com](http://www.jebsen.com).

## Feedback

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Your comments will enable us to refine future CSR plans and are therefore highly valued. Please contact us at [feedbackonCSR@jebsen.com](mailto:feedbackonCSR@jebsen.com), all correspondence will be treated in strict confidence.

## Message from the CEO

Today's business models are experiencing a dramatic shift. Social challenges are increasingly entwined with business risks and opportunities. In spite of this changing landscape, or perhaps because of it, in 2021 we have stayed true to "People, Partnership, Entrepreneurship, Community and Family" – the five time-tested elements of our enduring success – striving for balance in our pursuit of profit, social value and environmental impact.

We build and invest in premium brands that bring new products, services and experiences to the changing consumer in Greater China. Jepsen Motors topped the Porsche China dealership rankings for the seventh consecutive year, achieving an excellent increase of 14.4% in new car deliveries last year. Blue Girl beer, a consistently strong performer, increased its market share in Hong Kong to 23%; while our sales was up by 25% in Chinese mainland through our joint venture with AB Inbev. Jepsen Consumer drove innovative, youthful marketing campaigns, through which CASIO achieved excellent market performance. In persisting with our digitalisation strategy, J SELECT attained high industry recognition and was awarded the "2021 Top 10 Quality E-Shop Awards – Silver" and "The Most Valuable Brand". Changes in logistics and retailing patterns brought about by the pandemic are driving change and innovation in business models. Since 2021, Jepsen Capital increased

its investment in e-commerce and digital marketing in the Chinese mainland, like Tikin Media, where it becomes not just a good investment but we are also able to support our brand partners' expansion into the Chinese mainland market more efficiently.

With climate change emerging as the most pressing global challenge to sustainable development, Jepsen Group has established a comprehensive carbon management system. From low-carbon site construction, operation to logistics, we promote eco-friendly behaviours across our company. The Group has achieved its carbon neutrality targets for nine consecutive years, and in 2022, we will further manage our carbon performance across our entire value chain and begin a new chapter towards net zero. Meanwhile, Jepsen Motors has been carbon neutral for two consecutive years, with the recently opened Porsche Centre Haining becoming the first Porsche Centre to be awarded the LEED Platinum certification. Our new headquarters in Hong Kong have also incorporated the concept of connecting people with nature into our office designs, included a number of energy-saving and eco-friendly measures to foster a green office space.

Jepsen employees form the backbone of the company's continued innovation and sustained growth. We have always been committed to

providing a rewarding work environment to ensure employee satisfaction, with a focus on supporting staff development. In 2021, we increased our investment in training and further enriched our training resources. In terms of employee health and safety, prevention and control of the COVID-19 pandemic remains our top priority. We initiated the "Protect Yourself for A Good Cause" and "COVID-19 Vaccination Incentive Plan", including a series of incentives such as a lucky draw, vaccination leave, customized anti-pandemic care packages and charity donations, to significantly boosting our employees' willingness to get inoculated. Once we reached our target vaccination rate of 75%, Jepsen Group donated HK\$1 million to charity – protecting the health of our staff while also exercising our social responsibility.

Philanthropy is deeply embedded in Jepsen's DNA. In 2021, we officially launched the third phase of Project Morning Star, investing RMB 7 million to support children's vision health over the next five years. In this stage of the programme, we will build a wider ophthalmic care network from Shanghai to Ningxia and other regions, and empower pediatric ophthalmology professional teams in grassroots communities across the nation, sustainably raising the bar for China's ophthalmic health profession. The "Jepsen-Inspiring HK!" long-term sports programme also continued to progress in 2021-22. Exercising

and staying active are good for the body and mind, and this is especially important for youngsters whose lifestyles have been disrupted in the past two years due to the pandemic. In 2021, we also established the Jepsen Group Charitable Fund with a commitment of a remarkable HK\$200 million, as part of the Group's 125th anniversary celebrations and supported a total of six notable mental health charities in Greater China so far. I would also like to thank all the Jepsen volunteers who dedicated their time and effort in giving back to the community over this past year.

Being a responsible corporate citizen is a guiding philosophy at Jepsen Group. The pandemic has heightened our society's need and consideration for sustainability. This has been reflected in social and economic developments, and sustainability in business and society are increasingly intertwined. At Jepsen, we see sustainability as cornerstone to our corporate social responsibility and have been incorporating its principles into all aspects of our business strategy and operations. I am confident that as we progress in our sustainability journey, we will continue to create more value and build a better future together.

**Alfons Mensdorff-Pouilly**

CEO of Jepsen Group



# Social Responsibility Performance 2021

## Business Achievements



- Jepsen Group achieved a total turnover exceeding HK\$**18.8** billion.
- Jepsen Capital manages over US\$**1** billion in assets.
- Jepsen Motors delivered over **11,600** new cars with a **14.4%** increase and took top honours in Porsche's China Dealer of the Year Award for a record **seventh** year.
- Blue Girl increased its market share to **23%** in Hong Kong; in the Chinese mainland, sales of Blue Girl were boosted by approximately **25%** through a joint venture.
- J SELECT was awarded both the "2021 Top 10 Quality E-Shop Awards – Silver" by the Hong Kong Retail Management Association and "The Most Valuable Brand" award by MythFocus.

## Environmental Conservation



- Purchased **15,016** tonnes of carbon credit to offset the carbon emissions of 2020, and achieved carbon neutrality for **9** consecutive years.
- The total carbon emissions were **18,308** tonnes of CO<sub>2</sub>e in 2021, the carbon intensity decreased by **2.5%** to **890.9** tonnes of CO<sub>2</sub>e per billion HK\$ compared to 2020
- With the implementation of the concept "Digital First", the Group provides a more efficient working environment for all Jepseners, and promotes eco-friendly behaviours to reduce energy and resource consumption.

## Staff Well-being



- There were **2,158** employees in Greater China. Among them, approximately **44.6%** of employees and **42.5%** of management staff were female.
- Total training volumes were **5,023** person-times and **11,348.8** hours at the expenditure of HK\$**0.534** million.
- A total of **175** employees were promoted, accounting for **8.1%** of all employees.
- Launched the "Protect Yourself for a Good Cause" Programme, achieving a **75%** vaccination target and donating HK\$**1** million to the charity.

## Philanthropy



- CSR investment including donation was around HK\$**12.77** million in total.
- Launched the third phase of Project Morning Star, investing RMB**7** million to provide support for improving the eye health and vision care of children in China.
- The first milestone set by the Project Morning Star Phase III was successfully completed. One subcenter was established in underdeveloped areas Wuzhong, Ningxia; **75,054** children have been provided with eye screening; **108,085** people have received child eye health education.
- The Life is Art programme launched "Plan Our Future Career" courses to help the teenagers with autism develop vocational skills. In eight years, **581** children have been benefited from **448** courses with the support of **602** Jepsen volunteers.
- During "Jepsen InspiringHK! Long-term Sports Training Programme 21/22", Jepsen sponsored **369** students attended over **22,000** hours' worth of sports training classes throughout the year in 8 different sports.

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# 01

## About Us

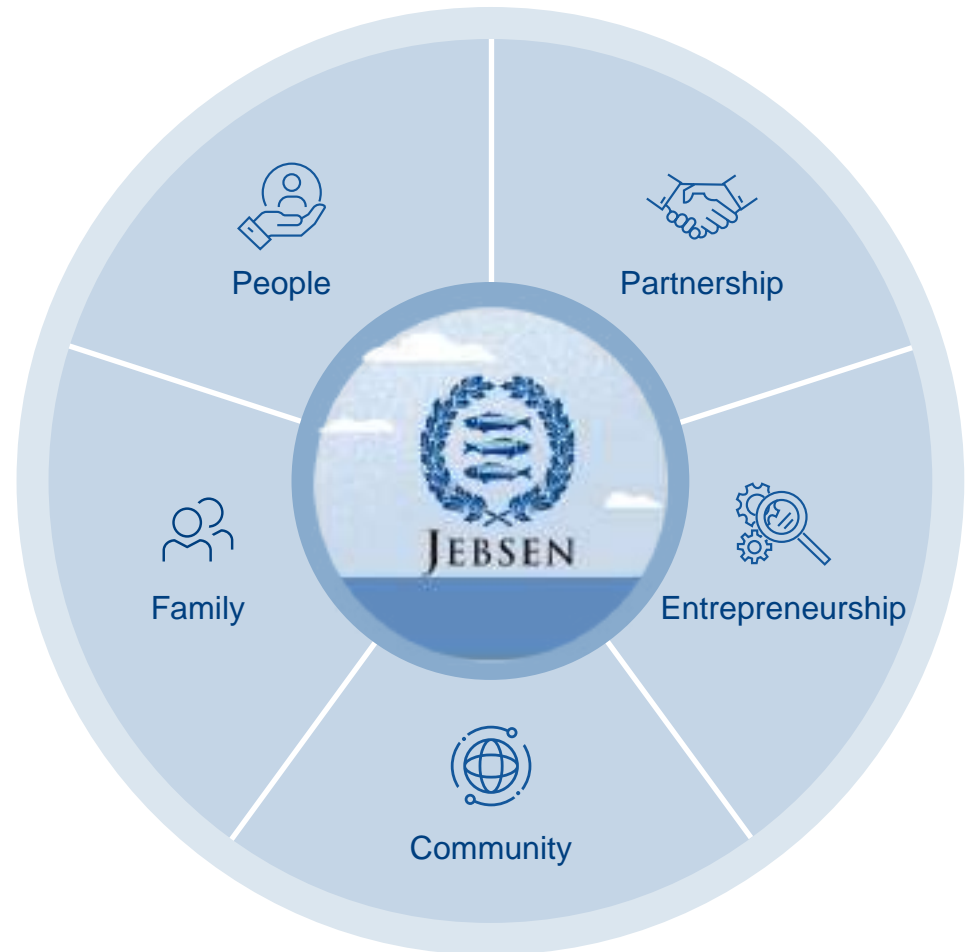


## Company Profile

At Jebsen Group, we build and invest in premium brands that bring new products, services and experiences to the changing consumer in Greater China. A family-owned private company with over 125 years of continuous presence in the region, Jebsen is committed to supporting our partners' needs in building market demand, generating sales, and connecting local customers. As a strategic co-pilot, Jebsen elevates the value of partnering brands and helps them achieve success.

Under the master brand of Jebsen, the Group has four Core Business Lines – Motors, Beverage, Consumer and Jebsen Capital. Jebsen offers over 200 of the world's premium brands extensive and specialised local market access. Outside the region, Jebsen enjoys close ties with sister companies in Australia, South East Asia, Denmark and Germany. For more information, visit [www.jebsen.com](http://www.jebsen.com)

### Key Success Factors that Unlock Our Full Potential



# Social Responsibility Management

With a well-established social responsibility management system and programme framework, Jebsen CSR focuses on three pillars, namely environmental conservation, staff well-being, and philanthropy.



## Awards and Recognition



01

### CarbonCare® Champion Label

Awarded by Carbon Care Asia, an international environmental protection organisation

02

### CarbonCare® Star Label

Awarded by Carbon Care Asia

03

### 2021 Hong Kong Community Volunteers Certificate of Appreciation

Awarded by the Agency for Volunteer Service, Hong Kong

04

### 2020/2021 Ten Years Plus Caring Company

Awarded by Hong Kong Council of Social Service

05

### Gold Partnership Award 2019–2021

Awarded by Hong Kong St James' Settlement FOOD-CO



## Compliance Management

Jebsen Group has launched an Ethics and Compliance Programme (ECP). The Code of Ethics and Business Conduct, company policies and procedures and ethics and compliance trainings are part of the ECP supported by the Board of Directors and Group Management.

The Code of Ethics and Business Conduct provides an important resource for employees when facing ethical dilemmas. It consists of principles that outline expectations when it comes to the business behaviour of the Group and each employee. Doing business in a fair, righteous and ethical manner is critical in safeguarding the credibility and reputation not only of the Group, but also of each employee.

For Conflict of Interests (COI), Jebsen established new staff COI declaration, annual COI declaration and COI declaration in special circumstances to see potential risks on compliance. In addition, Jebsen employees and business partners can report any observed malpractice, or express their concerns to the management team or the Internal Audit Director

through a designated whistle-blowing channel ([reportmalpractice@jebsen.com](mailto:reportmalpractice@jebsen.com)). The identity of the whistle-blower is kept confidential, and each reported case is thoroughly investigated by the Group Internal Audit (GIA) Department under a well-established process to prevent retaliation against whistle-blowers.

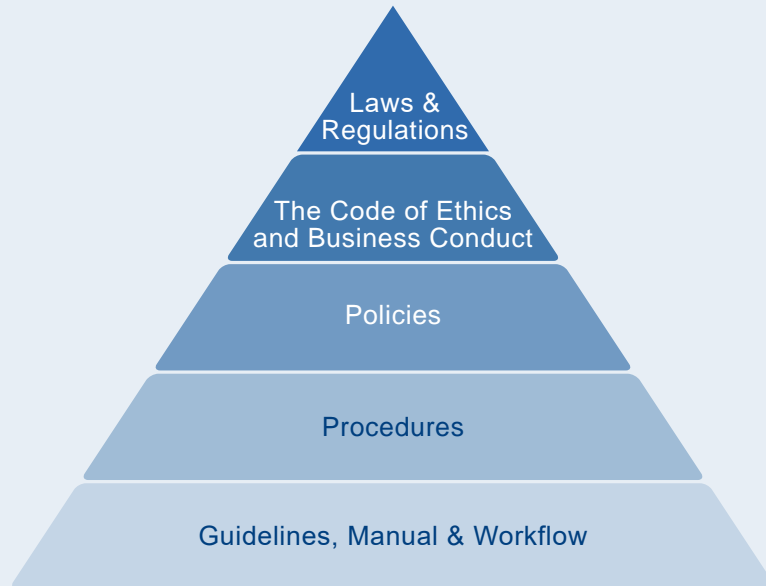
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# 96.1%

96.1% of Jebsen Group's employees have completed the COI declaration in the 2021 COI declaration programme.



## Jebsen Group Compliance Framework



Jebsen conducted a number of compliance trainings, including personal information privacy guidelines, Hong Kong Independent Commission Against Corruption (ICAC) seminars, and compliance training for new employees at Jebsen Motors. In 2021, Jebsen Motors conducted 12 compliance training sessions, attended by 164 new employees and 840 employees.

## Information Security and Privacy Protection

In 2021, the Group announced its Vision 2025 strategy, which focuses on 'Digital First', placing even greater demands on our information security and privacy protection efforts.

12 million

To this end, we invested HK\$12 million to build an IT infrastructure with secure and smart solutions to cater to our employees' new ways of work.



“

“We adopt a Protect-Detect-Restore method to secure our data. Protection always comes first: this happens with the help of our firewall as well as anti-virus and anti-spam capabilities. We also keep a close watch on our network and systems to detect signs of abnormal activity; this monitoring happens 24/7. To preempt the loss of data, our 'Restore' protocol involves continuous backup of our data servers.”

- Mr. Brian Chan, Information Technology Director, Jebsen Group

”



02

# Innovating to Win



## Jebsen Capital

Born out of a family ethos of long-term planning and investing for the future, Jebsen Capital makes direct investments in outstanding companies with defensible business models, strong product innovation, and significant growth potential. Our thesis is centered around investing in category-defining companies that bring new products, services and experiences to the changing consumer in Greater China.

1<sup>+</sup>  
billion

Jebsen Capital currently has over US\$1 billion in assets under management.

### • Featured Investment: Tikin Media

In the Chinese mainland, Jebsen Capital focuses its investments toward in companies with significant growth potential. Founded in 2017, Tikin Media provides refreshing, innovative brand advertising resources in office buildings to reach offline audiences, and its unique business model captured the interest of Jebsen Capital. As a strategic investor of Tikin Media, Jebsen Capital has also been proactive in post-investment empowerment and seeking strategic synergies. Tikin Media has reportedly succeeded in achieving full profitability already, with plans to achieve a coverage target of 100 cities, 100,000 elevators and 100 million people.



# Jebsen Motors

Jebsen Motors has represented Porsche for over six decades, starting in Hong Kong in 1955 and subsequently in the Chinese mainland in 2001. Globally, we are one of the longest-serving and largest Porsche dealer groups, providing exceptional services to our customers in 22 locations.



11,600<sup>+</sup>

Annual car deliveries 2021



118,000<sup>+</sup>

Customer visits in our workshops 2021



147,000<sup>+</sup>

Digital leads 2021



500%

Used car sales growth 2014–2021

## • All-time Leader



Jebsen Motors topped Porsche China's Dealership Ranking for the **seventh** consecutive year.



Jebsen Motors' Porsche Centre Hangzhou Westlake celebrated a new record at the awards, winning the national championship to claim the prestigious Dealer of the Year title for the **fourth** consecutive year.



Jebsen Motors dealerships, Porsche Centre Shenzhen Longgang and Futian placed **No.5** and Porsche Centre Shanghai Minhang placed **No.9** in the top-ten.



Jebsen Motors was awarded the 2021 Porsche Approved Dealer Group of the Year for the second consecutive year—**the best performance** in the Porsche Used Car business. Porsche Centre Shanghai Minhang, Porsche Centre Hangzhou Westlake, Porsche Centre Guangzhou Tianhe, and Porsche Centre Shenzhen Longgang and Futian were each awarded 2021 Porsche Approved Dealer of the Year.

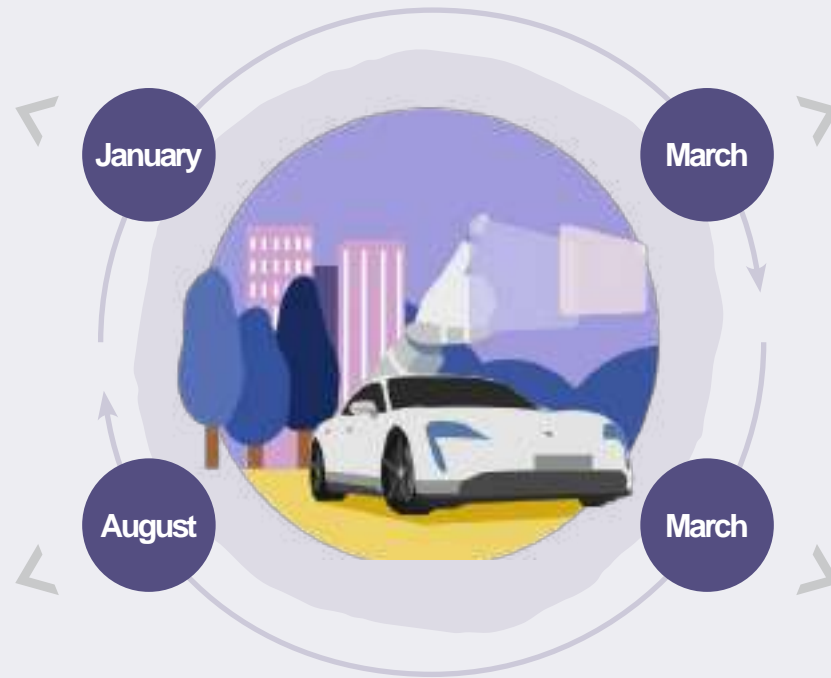
## • Distribution Network



Porsche Express City Service Centre  
Shenzhen Futian Opened



Porsche Service Centre Shanghai Puxi  
opened



Porsche Centre Nanjing Jiangning  
Grand Opening



Porsche Centre Shenzhen  
Longhua Grand Opening



▲ Blue Girl launched the “Blue Girl Cheers Up the Town” campaign in summer 2021 to bring fun and joy to drinkers in Hong Kong, through digital marketing strategy to refresh the brand image of Blue Girl and attract a younger generation of consumers.

▼ FIJI Water ranked No. 3 for the water category flagship store and No. 1 for imported water in the Tmall annual Double 11 shopping spree.



## Jebsen Beverage

As a premium beverage company, Jebsen Beverage owns Blue Girl and premium beverage brands, while also representing a range of premium wines, spirits, beers and natural mineral water through its extensive distribution network, sharing the best moments of life with consumers.

In 2021, despite the impact of social distancing measures, Jebsen Beverage was still able to achieve good results with its product portfolio. Meanwhile, Suntory products were successfully promoted in Hong Kong, and FIJI Water achieved strong growth in the Chinese mainland.

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23%

Blue Girl increased its market share to 23% in Hong Kong.

25%

In the Chinese mainland, sales of Blue Girl were boosted by approximately 25% through a joint venture.



# Jebsen Consumer

Jebsen Consumer is committed to introducing top global brands to all consumers who want to give the best to their families. Through our distribution outlets in cities across Greater China, Jebsen Consumer represents over 120 of the world's leading premium consumer brands. With J SELECT as our omnichannel retail base, we help expand the reach of our partner brands to influence more consumers in the region.

In 2021, Jebsen Consumer achieved outstanding results in promoting the CASIO brand in Hong Kong, and in 2022, it landed partnerships with brands including Bang & Olufsen, Ecovacs and Miele. J SELECT was awarded both the "2021 Top 10 Quality E-Shop Awards – Silver" by the Hong Kong Retail Management Association (HKRMA)

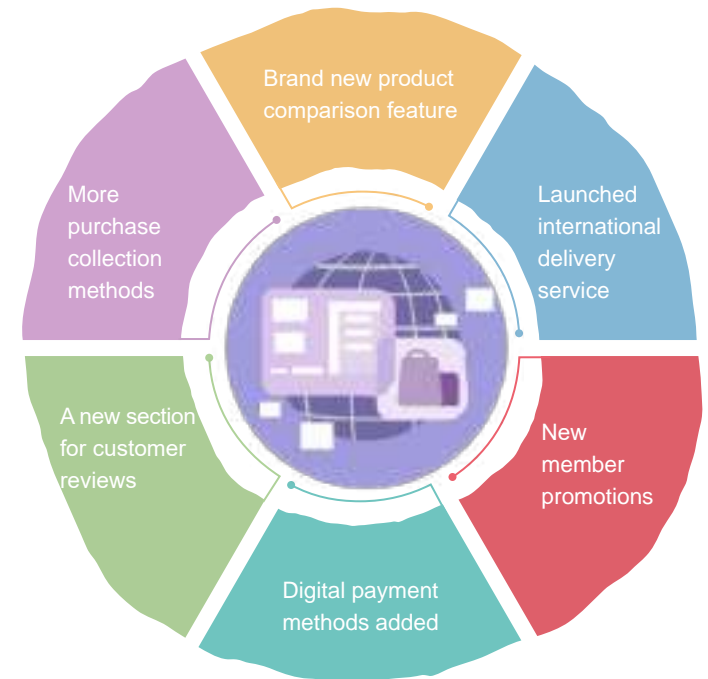
and "The Most Valuable Brand" award by MythFocus. Moreover, Jebsen Consumer also co-sponsored the filming of the tribute short video for the 2022 Beijing Paralympic Winter Games with our long-term partner Angénieux.



Jebsen Consumer partnered with world-renowned premium cinematographic lens manufacturer Angénieux, to sponsor *Bloom*, an Announcement in the Public Interest (API) tribute to the disabled's passion for the 2022 Beijing Paralympic Winter Games.

## • Full Upgrade of J SELECT Website

In 2021, we launched the all-new J SELECT WEBSITE, with a full upgrade of functions and services to provide a more convenient and enriched shopping experience for customers.





03

# Environmental Conservation



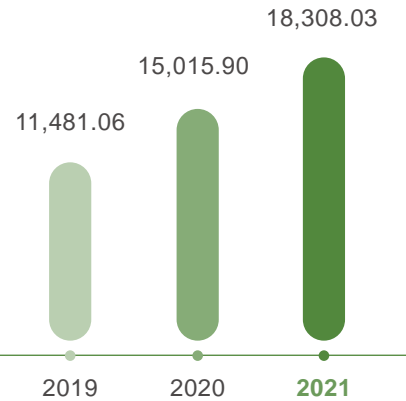
# A Long-term Commitment to Tackle Climate Change

## Carbon Audit

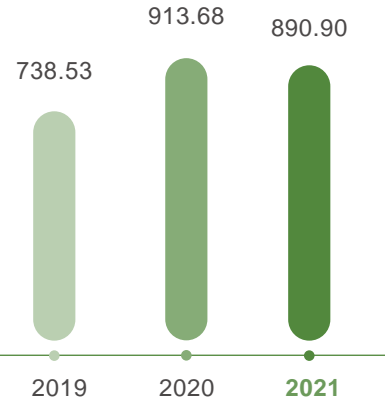
Jebsen has established a dedicated Carbon Audit Team to prepare the Group's annual Carbon Audit Report, which is reviewed by Carbon Care Asia, a third-party organisation, to verify the report's data accuracy and reliability.

According to the verified Carbon Audit Report, Jebsen's total carbon emissions in Hong Kong, Macau and the Chinese mainland in 2021 was 18,308 tonnes of CO<sub>2</sub>e (including direct and indirect emissions). It was higher than that of the last year due to the expansion of operation locations. In 2021, the Group's carbon intensity decreased by 2.5% to 890.90 tonnes of CO<sub>2</sub>e per billion HK\$ compared to 2020 (i.e. 913.68 tonnes of CO<sub>2</sub>e per billion HK\$).

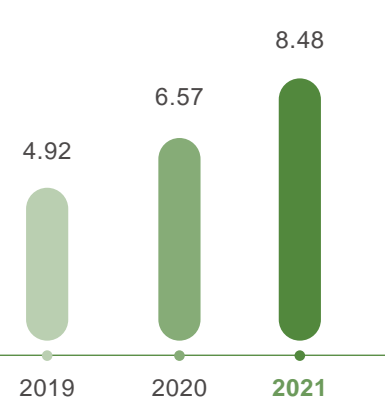
**Carbon Emissions (tonne CO<sub>2</sub>e)**



**Carbon Intensity (tonne CO<sub>2</sub>e/billion HK\$)**



**Carbon Emissions per Capita (tonne CO<sub>2</sub>e/capita)**



**2021 Scope 1 and Scope 2 Carbon Emissions by Locations (tonne CO<sub>2</sub>e)**

	Hong Kong & Macau	Beijing	Shanghai	Guangzhou
Scope 1	318.54	1.04	262.71	342.29
Scope 2	1,563.70	7,544.81	4,431.63	3,843.31
Total	1,882.24	7,545.85	4,694.34	4,185.60

Note: Scope 1 refers to direct emissions resulting from activities within Jebsen's control. Scope 2 refers to indirect emissions from electricity, heat or steam purchased and consumed by the Group. Classification of carbon emissions is based on the Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (revised edition) and ISO14064-1.

## Carbon Neutrality

As part of the Group's carbon neutrality goals, Jebsen has invested in green projects and purchased carbon credits to offset its carbon footprint since 2012. In 2021, we continued to fulfil our environmental protection commitment and collaborated with South Pole Group, an international carbon finance organisation, to invest in the Siam Cement Group Biomass Energy in Thailand and Za Hung Hydro in Vietnam. These projects enabled the Group to offset 15,016 tonnes of carbon emissions in 2020, achieving carbon neutrality within the year.

Jebsen Motors achieved full carbon neutrality in 2021 at all its Greater China locations and Shanghai head office. This is the second year that Jebsen Motors has been certified carbon-neutral by the Shanghai Environment and Energy Exchange, representing another major step towards leading a sustainable future for the industry.

9

In 2021, Jebsen was awarded by the Carbon Care Asia with the CarbonCare® Champion Label for the ninth consecutive year.

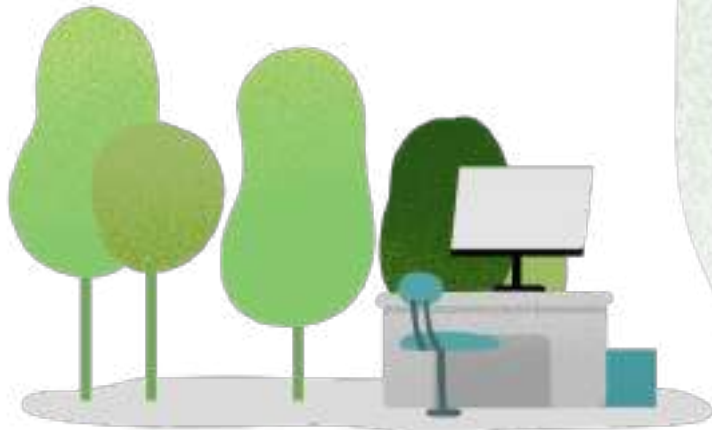
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and with the CarbonCare® Star Label for the fourth consecutive year.



## Embedding Sustainability into Workplace

Economic, social and environmental considerations are integrated into every aspect of the Group's strategic and operational decisions. In selecting the location of our offices and building the new Porsche Centre, we strived to creating a green office space that promotes harmony between humans and nature.



### Where People and Planet Meet

Jebsen Group moved into its new headquarters at Hysan Place in November 2021. In fact, one of the reasons why we chose to lay roots at Hysan Place is because its sustainable green design. It was built to the highest international sustainability standards and has won various international and local environmental awards.

The high-efficiency LED lights and lighting control systems throughout the office contribute to a total lighting power reduction comparing to our previous office. Furthermore, the new headquarters office space distribution is designed to expand outward from the centre of the floor and the open work area is located along the windows. The natural light fills the space, reducing the demand for artificial lighting and thus reducing overall energy consumption. Overall, the office uses equipment and appliances that, on average, consuming 30% to 75% less electricity than other products.



Jebsen's new headquarter at Hysan Place

## A Global First: Porsche Centre Haining of Jepsen Motors Attained Most Prestigious LEED Platinum Certification

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Jepsen Motors recently announced that its newest Porsche Centre in Haining, Zhejiang Province has been awarded LEED (Leadership in Energy and Environmental Design) Platinum certification. This makes it the world's first Porsche Centre to attain LEED Platinum accreditation.

To meet green building objectives, Porsche Centre Haining follows energy-efficient and environmentally friendly design and construction principles in terms of energy, water and materials.

It is estimated that by implementing all of the initiatives required for achieving LEED Platinum certification, the building uses about 45% less energy (equivalent to around 457,170 kwh) per year comparing to a similar sized Porsche Centre without sustainable measures, corresponding to an annual reduction in carbon emissions of nearly 50% (equivalent to approximately 300 tonnes).





Porsche Centre Haining was awarded LEED Platinum Certification

## Environmental Measures at Porsche Centre Haining

01

### Increase the utilisation of clean energy

Porsche Centre Haining has installed a solar photovoltaic system that meets the centre's electricity consumption needs. In addition, the centre uses an advanced ground-source heat pump system, which can effectively reduce energy consumption by about **30%** comparing to the traditional VRV air-conditioning system.

02

### Efficient use of water resources

In terms of water resources, rainwater and domestic water is effectively collected and recycled at Porsche Centre Haining, reducing water consumption by approximately **38%** per year.

03

### Selecting environment-friendly building materials

Highly reflective materials are used for its exterior floors and roof thereby effectively reducing indoor and road surface temperature by 2°C to 3°C and lowering lighting requirements by about **40%**.

# Promoting Sustainable Behaviour

Jebsen continues to adhere to the green office concept, promoting eco-friendly behaviours to reduce energy and resource consumption in our daily operations.

## Go paperless

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- Replace physical bulletin boards and posters with electronic screens.
- Paper name cards are optional. Everyone has been issued with eNamecards.
- Activate online reimbursement through an iExpense system.
- Promote the use of Adobe Sign electronic signatures in Hong Kong.
- Implement e-letters for annual performance bonuses, and we also use eContracts.

## Reduce fuel consumption

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Reasonable arrangement of vehicle operation and fuel consumption in the Guangzhou office has decreased by **34.10%** comparing to the previous year.



## Save energy

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Electricity consumption across all offices decreased comparing to the previous year with reductions of **6.90%** in our Beijing office, **34%** in Shanghai office and **36.59%** in Guangzhou office.





## Recycle & Reuse

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Jebsen's Hong Kong office has been sending wastepaper from its office to Secure Information Disposal Services Limited (SSID), a professional third-party recycling company. In 2021, our Hong Kong office recycled a total of **14,549kg** of waste paper, reducing carbon dioxide emissions of **69,835.2kg**, equivalent to **1,787.8** saplings growing for **ten** years.



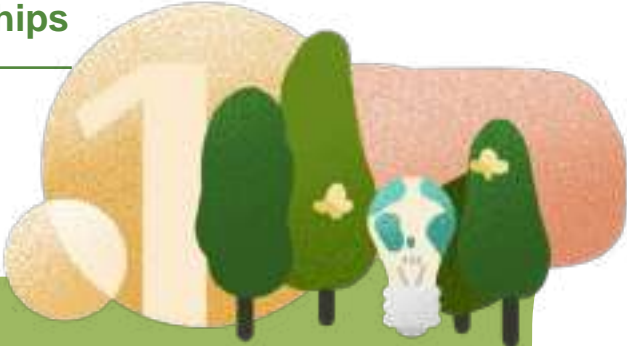
## Green Logistics

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Jebsen places great importance on the environmental compliance of its logistics vehicles. To contribute to reducing carbon emissions of logistics, the Group stringently purchases diesel trucks that meet the Euro V standard, and actively enhances driver awareness about energy conservation. Jebsen Logistics currently owns six Euro V standard green freight vehicles in our fleet.

## Partnerships

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An illustration featuring a globe, several green trees, and a globe with a recycling symbol. The globe is orange and white. The trees are green and have yellow flowers. The globe with the recycling symbol is blue and white. The background is a light green and white gradient.

As a Founding Member and Double Diamond Member of WWF-HK, Jebsen Group has participated in the Earth Hour campaign for the 13<sup>th</sup> consecutive year. During the campaign, Jebsen switched off all non-essential lights, neon signs and billboards across its offices and Porsche Centres in Greater China, encouraging employees to embrace a more sustainable lifestyle.



04

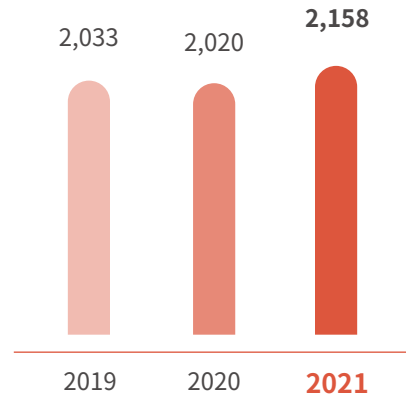
**Success Breeds Success**



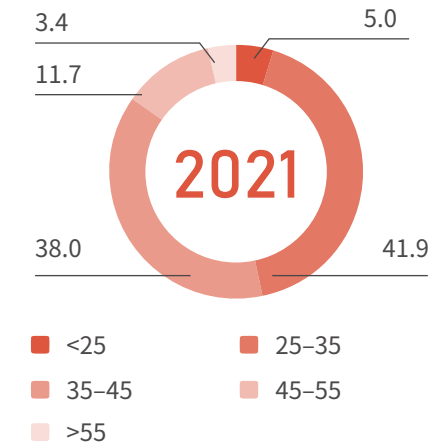
# People Overview

At Jebsen, "Success Breeds Success" is the value proposition we shared with potential and current talent. We value diversity and equality in our workforce. Employees who pursue excellence are given a platform that provides continuous development and career exposure, as well as the opportunity to engage with a family of premium global brands.

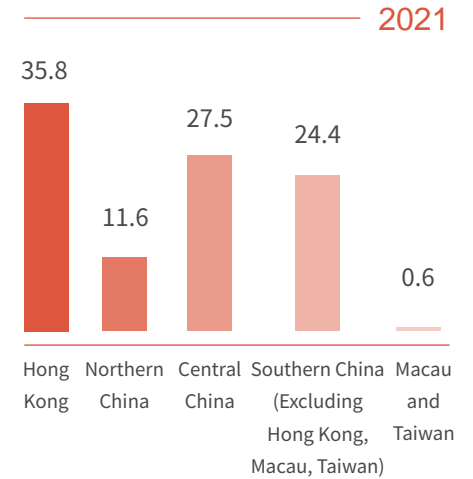
Total Number of Staff (Person)



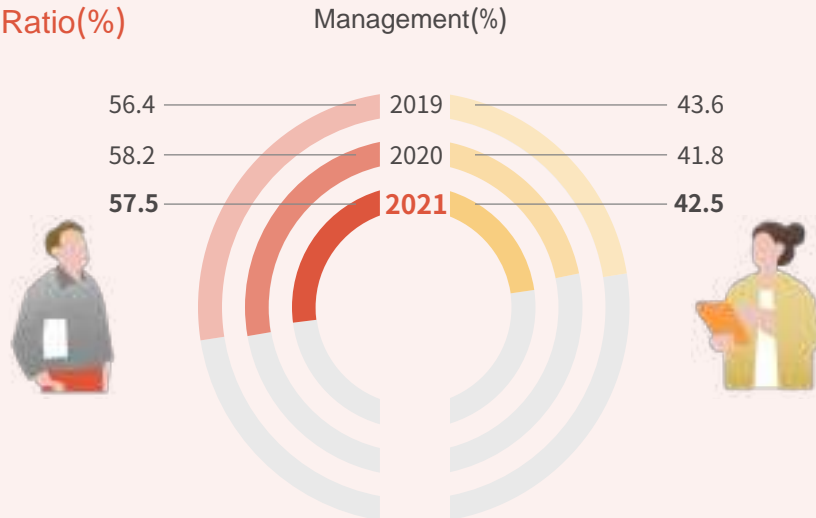
Age Distribution(%)



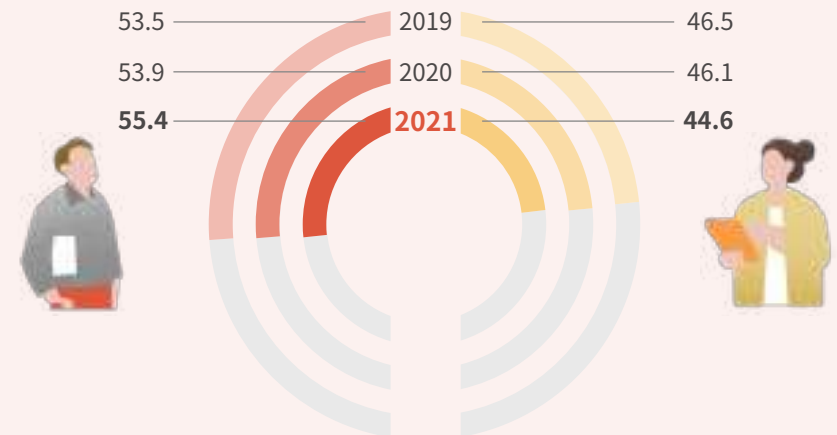
Location Distribution(%)



Gender Ratio(%)



All Staff(%)



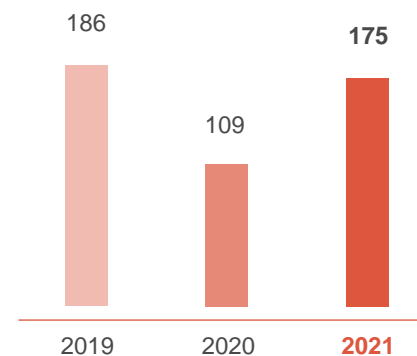
### Staff Training Performance



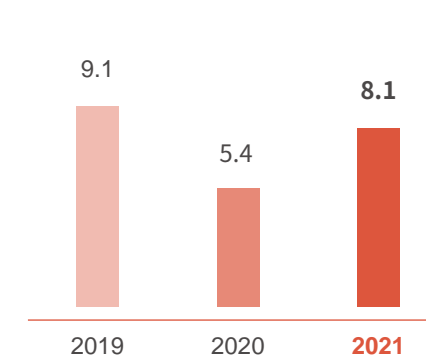
	2019	2020	2021
Total Training Participation(Person-Time)	1,830	1,947	<b>5,023</b>
Total Training Hours (Hour)	8,575.0	3,619.0	<b>11,348.8</b>
Training Hours per Capita (Hour)	4.2	1.8	<b>5.3</b>
Total Training Investment (million HK\$)	1.420	0.144	<b>0.534</b>
Training Investment per Capita (HK\$)	698	71	<b>247</b>

### Internal Promotion

Total Number of Internal Promotion(Person)



Percentage of Promoted Employees(%)



### Enrolment in Social Insurance Plan (%)<sup>1</sup>

2019	2020
<b>100</b>	<b>100</b>
2021	
<b>100</b>	

### Average Annual Leave per Employee (Day)

2019	2020
<b>15.5</b>	<b>12.9</b>
2021	
<b>12.3</b>	

### Coverage of Physical Check and Health Record (%)

2019	2020
<b>82</b>	<b>86</b>
2021	
<b>86</b>	

**0**

There were no cases of death due to occupational diseases and business,

**28**

and 28 cases of workplace injury in 2021.

<sup>1</sup> The coverage of the Group's social insurance doesn't include retirees and early retirees.

# Career Development

Innovation is one of Jebsen Group's key success factors. This year, under the theme of "Striving for Excellence", we offered our colleagues a range of learning resources focusing on five areas: Data-driven Decision-making, Communication, Personal Effectiveness, Performance Management and Compliance. Additionally, we encouraged employees to actively engage in external training.

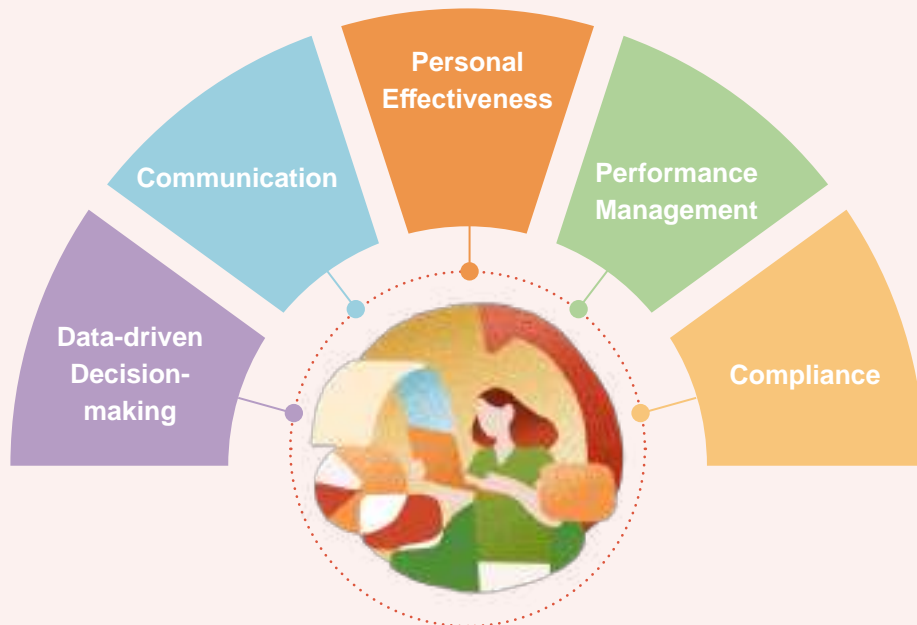
56

In 2021, we received a total of 56 subsidy applications for external study and examination,

18

18 of which were initiated by employees.

## Striving for Excellence



## Work Smart Station(WSS)



## Instructor-led Learning Interventions

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### Online training

The Group arranged 10 online trainings on various topics, including ROCE Sharing Session, Be a Data Citizen, Communicate Like a Pro, Effective Communication with High EI, Setting SMART KPI Training, and more.



### Leadership Development Programme

The Group initiated a new round of Leadership Development Programme (LDP) for managers and supervisors, helping our leaders build key skills like setting direction and alignment for the team, giving feedback, and fostering a coaching culture so as to build a motivated and committed workforce.

## Self-paced Learning

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### Work Smart Station (WSS)

To better support our employees' development, the Group introduced the Work Smart Station (WSS) online platform, which provides learning resources covering business analysis, communication, leadership and management, Microsoft applications, and professional development, enabling employees to advance their skills at their own pace and in accordance with their individual needs.



### LinkedIn Learning

The Group collaborated with online learning platform LinkedIn Learning to provide employees with customised training, helping them keep pace with the latest knowledge and skills and nurturing a more agile workforce.

# Health and Safety

## Cultivating a Safe Workplace

In 2021, we updated safety-related documents and procedures and conducted office fire training and drills in order to continue providing a safe and healthy workplace.

36

Currently, we have a total of 36 qualified first aiders across our offices in the Chinese mainland.



Employees in our Beijing, Guangzhou, and Hong Kong offices participating in fire safety training and fire drills

## Maintaining Employee Health

In August 2021, we held our Wellness Month under the theme “From Wellness to Happiness”, organising a variety of fun health activities for all employees. We continued working with InspiringHK Sports Foundation to release weekly sport videos on different topics, helping employees develop healthier work habits.



## COVID-19 Prevention and Control

In 2021, we continued to strengthen the prevention and control of the COVID-19 pandemic, formulating an emergency pandemic response plan in our offices. To provide timely support to the employees, we updated our process of handling employees reporting fevers with COVID-19, and activated the MS online form where colleagues can self-report positive nucleic acid results. Employees can also report their COVID-19 vaccination status through the Employee Self-Service Platform (ESS).



### • “Protect Yourself for A Good Cause”

Jebsen Group encourages employees to get vaccinated against COVID-19 to protect their health and safety. In 2021, we launched the “Protect Yourself for A Good Cause” project: for each employee completing two doses of the COVID-19 vaccine on or before September 30, the company will donate HK\$500 to charity on their behalf and the employee will get an extra day-off.

We carefully selected three charities across Greater China where the donation can have the biggest impact. We donated HK\$500,000 to Po Leung Kuk in Hong Kong to support its “Po Leung Kuk Medical Assistance Fund”. Together with the Haining Charitable Institution and Haining Economic Development Zone (Haichang Street), the Group donated RMB200,000 to the “Golden Autumn Towards Light” programme, supporting students from underprivileged families in their studies and lives. In addition, the Group donated RMB200,000 to Lianshan County in Qingyuan to support its local education development.

# 75%

Through this programme, Jebsen achieved the target of 75% vaccination rate among its workforce

# 1 million

and donated up to HK\$1 million towards charitable causes while protecting the health of its employees



Jebsen Group CEO Mr. Alfons Mensdorff presents cheque to Po Leung Kuk



## Caring for Employees

In May 2021, the Group presented Long Service Awards to **233** colleagues, **25** of whom have served the Group for more than **20** years.



The Hong Kong office was awarded UNICEF Hong Kong's 2021/2022 Breastfeeding Friendly Workplace, showing our efforts in supporting breastfeeding employees and their babies.



In May 2021, the Group launched a series of "Mobile Photography"-themed activities to cultivate colleagues' interest in photography.



From July to August 2021, the Group held thank you parties across our **21** offices and Porsche Centres in Hong Kong and the Chinese mainland.



Each Dragon Boat Festival, Mid-Autumn Festival and Christmas, offices across the Group organise Jebesen Sports Club events to celebrate the festivities together.



## • The First-ever Jepsen Olympics

In November 2021, to celebrate the move of our new headquarters to Hysan Place, we held the first-ever Jepsen Olympics.

85

Leading up to the games, all the teams dedicated time and effort to their practice. When the big day arrived, each team wore their pride through unique team outfits, working together seamlessly. A total of 13 teams completed the challenge within the specified time and took home prizes. Through the Jepsen Olympics, our colleagues thoroughly experienced the joy of sports, and grew stronger as a team through enhanced communication and understanding.

340

A total of 85 teams and 340 colleagues from 10 offices across Greater China participated in the games, fully demonstrating Jepsen's team spirit.



## Employee Communication

### • Strive Beyond Boundaries: Jepsen Group Presents Its First Senior Management Team Meeting

On 25 February, the Group's Senior Management Team (SMT) – a committee comprised of managers Grade Two and above across all Business Lines and Group Functions – held their inaugural meeting. Due to ongoing travel restrictions, the meeting was held virtually via MCMeet videoconferencing, with 51 participants from the Group's Senior Management Team alongside special guests from Business Lines and Group Functions across eighteen offices in seven cities: Hong Kong, Shanghai, Shenzhen, Guangzhou, Nanjing, Hangzhou and Dalian.

The SMT meeting was intended to not only share the Group's recent accomplishments and future strategies with SMT members, but also to hear committee member's thoughts and plans for this year and beyond. Mr. Alfons Mensdorff, Group CEO, presented Jepsen's key strategic direction for the next few years, known as Vision 2025. Vision 2025 represents the Group's transformation from a marketing and distribution company to a global family conglomerate, building and investing in world-class brands and technologies, with a strong focus on modern consumers in Greater China.





05

# Building a Harmonious Community



## Safeguarding “Light” with Project Morning Star

Jebsen joined hands with the international non-profit organisation Orbis in 2011 to launch the sight-saving Project Morning Star in the Chinese mainland, focusing on eye health in rural areas. In 2021, Phase II of Project Morning Star was completed, coinciding with the start of the third five-year plan. In October 2021, Jebsen officially commenced Project Morning Star Phase III, continuously providing support for improving eye health and vision care of children in China. The Milestone I of Phase III focused on improving the Ningxia Eye Hospital’s comprehensive pediatric eye care, optometry and low vision services, training and research capabilities, and improved primary child eye health services at the county or prefecture level in underdeveloped areas by concentrating on pediatric eye diseases and refractive error. By June 2022, **75,054** children had been provided with eye screening, and **108,085** people had received child eye health education.



# 7

Project Morning Star Phase III will invest RMB7 million in the next five years to support improving children’s eye health in China.



### Targets of Project Morning Star Phase III (2021 – 2025)

-  Establish sub-centres in **7** counties in developing areas such as Ningxia to enhance primary eye care capacity in pediatric ophthalmology.
-  Provide training for **180** eye health professionals and **30** special education teachers to accommodate the needs of children with visual impairment and/or multiple disabilities.
-  Vision screening for **256,000** children.
-  Donate **3,220** pairs of spectacles to children in need.
-  Support **60** children with visual impairment and multiple disabilities to receive appropriate medical, rehabilitation and educational services.



## Project Morning Star Shaanxi Field Trip

From 23 to 26 September 2021, 15 Jepsen volunteers went to Shangnan County in Shaanxi Province, a pilot site of Project Morning Star Phase II to visit beneficiary families and assist local communities and schools in conducting eye health screening. After the trip, 15 Jepsen volunteers held lunchtime sharing sessions in their respective cities sharing their experience from the Shaanxi visit with a total of 305 colleagues and conveying the changes and impact brought by Project Morning Star.



◀ Scan the QR code to learn more information.

## Project Morning Star Phase III Launching Ceremony cum Visually Impaired Fun Sports Day

On 30 October 2021, Jepsen Group organised the launching ceremony of Project Morning Star Phase III and the Shanghai Visually Impaired Fun Sports Day. A total of 35 Jepsen volunteers and 30 families of visually impaired children and youth collaborated to complete numerous sports events, such as the three-legged relay race, shake the balls, and snack delivery relay race. This was the first time that the fun sports event for visually impaired children was held in Shanghai, and also the showdown, which is also an official game of the International Blind Sports Federation, debuted in Shanghai for the first time, attracting many visually impaired children and teenagers to participate.



◀ Scan the QR code to learn more information.

## 2021 Darkness to Go Campaign

To support Orbis World Sight Day, J SELECT was a partner of Darkness to Go campaign in 2021, picking 10 black products to promote charity sales. During the campaign, J SELECT sold a total of 251 items from the "Darkness to Go" collection via its online and offline sales outlets, a record high since the beginning of the programme.

# 83,298.2

The Group donated 10% of the proceeds, totaling HK\$83,298.2, to Orbis's global sight-saving mission.

## Life is Art Programme for Autistic Children

Launched by Jebsen in 2014, the Life is Art programme focuses on the children with autism, bringing them care and equal opportunities. As these children grow older, we turned to vocational education to help them develop vocational skills and integrate into society in 2021.



8

Over the past 8 years



448

A total of 448 sessions were conducted



602

602 Jebsen volunteers participated in the programme



581

Accompanying 581 children on an enjoyable art journey

## Children of the Stars Learned to Bake

Life is Art programme was successfully held in Guangzhou from December 2021 to January 2022. Under the theme of "Plan Our Future Career", 34 Jebsen staff and their family and friends joined the four-weekend programme to accompany the trainees through DIY cupcakes and Chaoxu pastry stores to promote social integration.

20

20 children and teenagers with autism started their bakery training internship experience.



## “Jebsen InspiringHK!” Long-term Sports Training Programme

In February 2020, Jebsen launched a 5-year collaboration with the InspiringHK Sports Foundation to provide professional sports training opportunities for young students from grassroots families, to help promote long-term sports development in grassroots communities.

During “Jebsen InspiringHK! Long-term Sports Training Programme 21/22”, Jebsen sponsored 369 students attended over 22,000 hours' worth of sports training classes throughout the year in 8 different sports including fencing, taekwondo, and rope-skipping, to name a few. This marks our second year of a five-year partnership with InspiringHK Sports Foundation to promote gender equality, social inclusion and healthy lifestyle through sports.



369

Jebsen sponsored 369 students



22,000<sup>+</sup>

attended over 22,000 hours' worth of sports training classes throughout the year

“

“When I was hiking up to the school today with Ken and Carina, it reminded me that moving our body is so important, especially for children after 2 years of COVID-19 restriction. They need to keep moving and be active, it brings a lot of benefits physically but also mentally. This is why we believe the work InspiringHK is doing is really valuable.”

– Alfons Mensdorff, CEO of Jebsen Group

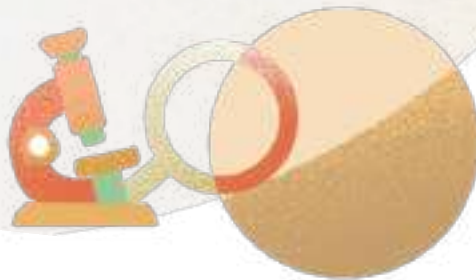
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## Sponsoring Scientific Research

Jebsen understands that the advancement of scientific research is an important factor in the continued development of both our organisation and society. We founded the “Michael Jebsen Professorship in Business” in 2013 and the “David von Hanseemann Professorship of Science” in 2015, supporting leading academics in the fields of business and science to conduct scientific research. To date, we have supported Professor James Y.L. Thong and Professor Qian Peiyuan of the Hong Kong University of Science and Technology to conduct more in-depth and impactful research in their areas of expertise for five consecutive years.

Professor Thong was named to the “Top 2% of Scientists in the World” list published by Stanford University in early 2021 (ranked 63<sup>rd</sup> out of 16,581 faculty members in the field of Information Systems [volume of all citations]), and he also co-authored two research papers that were included in the prestigious *Journal of the Association for Information Systems* (JAIS) and *Information Systems Journals* (ISJ) in 2020.



## Joining Hands with Staff to Serve the Community

Employees are an important force in the Group’s corporate social responsibility and social value creation efforts. In 2021, the Group continued to encourage our employees to actively contribute to a range of volunteer activities and support sustainable development in their local communities.

### “SAVE & SHARE” Food Bank Campaign

During Chinese New Year in 2021, Jebsen Group’s “SAVE & SHARE” campaign received overwhelming support from our offices and colleagues, collecting a total of 281kg of surplus food and cash donations of HK\$10,000 and RMB3,750. We donated the surplus food to the local needy through our partner organisations, reducing food waste while extending our care to the community. In addition, we rallied our colleagues in Guangzhou, Shenzhen and Shanghai to participate in local food bank volunteer activities.





## Running for Charity and Health

The RUN FOR GOOD Treadmill Charity Challenge took place at K11 Art Mall in Tsim Sha Tsui, Hong Kong on 10 April 2021, bringing together corporate and elite athletes to run for a good cause. We were excited to have six teams to make up a Jebsen-exclusive 10km relay session, which raised HK\$58,800 for Outward Bound Hong Kong, an NGO that offers experiential learning programmes for youngsters from disadvantaged backgrounds.



## A Special Teacher's Day Gift

On Teachers' Day 2021, we brought a batch of old computers and accessories, including 10 laptops, 1 desktop computer and 1 printer, to the Changzhou Changxin Kindergarten to enhance their office equipment and give the old computer equipment a new life.



## Siu Sai Wan Christmas Party for the Elderly

The Christmas party is our yearly date with the elderly of Siu Sai Wan, Hong Kong. With the Group's sponsorship, the Siu Sai Wan Housing for the Elderly held a Christmas celebration on 18 December 2021, where Jebsen volunteers and the elderly celebrated Christmas together through virtual games and a lucky draw.



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