
Announcement of Shanghai Corporate & Portfolio Strategy Letter of Appointment

Appointment of Mr. Jimmy Bei as General Manager of H. J. Unkel Shanghai

As we approach a century of excellence and reputation, we at H. J. Unkel Shanghai strive to achieve a further grand ambition into the next century. We aspire to strengthen our company's strategic position in China and globally. We aim to enhance our cooperation with our global suppliers which will be the key interface between China and our global affiliates and to bolster our global network by fully mobilizing HJU global resources, as well as our partnerships in the SEA region.

Corporate Strategy – Define and develop short, mid and long -term goals, initiate, prioritize & follow through the engagements to deliver the desired outcome

Insights & Analytics – Generate insights and form analytical solutions to facilitate data-driven decision making, enhance financial analysis and compliance training and management

Occupational planning – Establish the framework and mechanism of an integrated staff appraisal and development.



We are very pleased to announce that **Mr. Jimmy Bei**, has been appointed **General Manager** of H.J.Unkel (Shanghai) international Trading Co. Ltd. effective from October 1, 2021. He will report directly to the Chairman of H.J.Unkel Group.

Mr. Jimmy Bei has been working in HJU Shanghai for 20+ years. In the past 2 decades, he has demonstrated extraordinary personal charisma and strong strategic and leadership ability through diversified function roles, and he has successfully acquired an MBA master's degree from Shanghai University of Finance and Economics in 2017

We congratulate Mr. Jimmy Bei on his new appointment and would like to express our appreciation to him for taking on this new challenge, and we wish him every success as the architect of H J Unkel Shanghai's bright future.

Chairman
Mr. Helmut Unkel
H.J.Unkel Group
Sep 16, 2021