

A close-up photograph of a young elephant's head and trunk. The elephant is looking towards the left of the frame. Its trunk is extended and slightly curved. The background is filled with green foliage and branches, creating a natural, outdoor setting. The lighting is bright, suggesting daylight.

**simonsen®**

**Dynasty Update 2016**

## Dear friends!

Yet another year has passed and we are now approaching 2017, so it is time already to look back and more important to look forward and send you all our yearly Dynasty Update.

This version will for the first time be available ALSO electronically on our brand new website [www.simonsen.eu](http://www.simonsen.eu) to be launched in January 2017. We feel time has come to embrace the technology even for a traditional family company.

2016 was a difficult year for the industry and as a supplier primarily to this industry we have felt the tough situation, as would be only natural. But such a situation also provided the opportunity to develop, to focus on costs in production and in general and to think new ideas.

Here it is very much worth while to mention the move of part of the LIRR plant for production of our 20 year old brand sicatec 75 from Luoyang to Yinchuan in the Ningxia province. A vital move to the raw material source and cheaper energy. Still the same production managed by our friends/partners at LIRR - the largest refractory research center in China and by far the largest production of SIC in the world. We celebrate 20 years with LIRR, what a journey it has been (see page 11).

This year also saw the gradual introduction of the next simonsen generation to the company being Frederik, who is Klaus' eldest son.

He has first of all been in charge of making the brand new simonsen website. Frederik will spend one year working with various of our partners globally and will join the company officially on 1st September 2017.

We are diversifying our company into other industries like iron, glass and steel together with GREEN steel collector bars from GMR in Iceland. GMR being the only company in the world producing by geothermal energy and hydro power and recycling used collector bars. The future!

So all in all a very interesting year spent to look forward to being the strongest global supplier of complete linings.

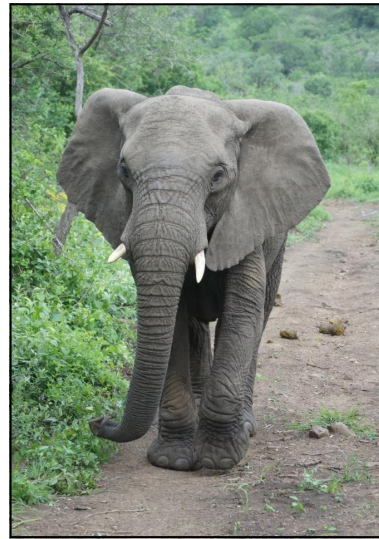
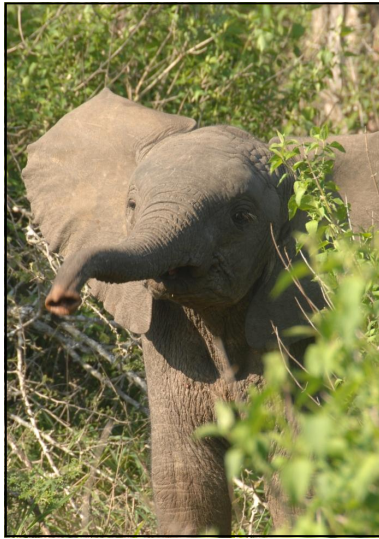
We look forward to an exciting 2017.

Happy reading!



Morten Simonsen  
Managing Director

## The Cover and Back



This year's cover shows the very young elephant named Jorgen born in 2003. The name given by Thula Thula to Jorgen, our father and founder, during one of his many visits.

Jorgen is still living in the Thula Thula Game Reserve in Zululand, South Africa. On the back of this magazine is a more recent photo taken during a visit in November.

## Christmas Card



Again this year the scenery for our Christmas card was found in Jorgen Simonsen's photo archives. - A wonderful winter view over the Limfjord seen through reeds covered with hoarfrost.

## Our family

**Sara** has now realised that she will most probably not be working in a zoo for the future even she has taken the full education. However, she is very happy, as she is still working as a trainee in a chain of shops specialising in a variety of animals ranging from tropic fish to large spiders and equipment required to keep these animals and everything in between. Still living next to Klaus and Sanne and has now - partly - reduced her “private zoo” to one dog and one cat. However, once in a while they still do get to see both geckos and hairless rats in the living room. In her spare time she still spends time with her horse even this is getting less due to her working hours. During a recent visit to Thula Thula Game Reserve in South Africa Sanne and Sara (to the right) also had the chance to visit a local school.



**Frederik** finished his bachelor at the university this summer. He did not want to study further but instead expressed a huge interest in learning more on the family business. Instead of starting immediately in the office he got the possibility to work with some of our suppliers for a 10 months period to learn on both business and our materials. Fortunately, we have only had positive response meaning that Frederik will be working continuously with suppliers in both Europe, America and China until June 2017. At this time one of our clients has been so kind to invite him to work with them, so that he may learn on the usage of our materials.

**Nikolaj** is now on his third and last year studying for a higher diploma degree in commerce. He is doing very well and has now set his mind on what to do for the future. This will definitely involve something around cars and preferably on sales. In his spare time he still plays both the drums and the keyboard but unfortunately no longer in the local band. The band members have been scattered as they are studying on various universities. However, he is still being asked to play with other bands when needed and is of course still active with Klaus on the football field.



**Laura** has now moved away from our island Mors and is now living in Copenhagen where she will be studying techno-anthropology for the next 5 years at the university. She enjoys life there with new friends and new challenges. She lives in an apartment together with 3 friends whom she met during her time at the International Japanese sports academy Bosei. Even though life is good it is still very nice to return back home once in a while to be taken care of by mum and dad and to enjoy a home cooked meal.

Before she left for Copenhagen during her last visit at home, she gave the following remark: "You still wonder why you voluntarily decided to move away".



**Olivia** is on her last year on the "Music and Theatre line" at the local gymnasium. She is keeping herself very busy as she is also still working as an office girl in the company, doing volunteer work, studying for the final exams, preparing for new theatre performances etc. But of course still spending time with friends and family. As she turned 18 this summer another big day came around: time for her driving licence, also meaning that on more than one occasion Morten's or Marianna's car could be found parking at the local college. - Life is enjoyed in full!

This year Morten and Marianna welcomed new residents in their home: two wirehaired jack russel terriers, Louis and Minni. Never a dull moment!

**Louis and Minni** enjoying "wildlife".



## Staff

**Anders Borg**, our financial advisor, who has been involved with our company since the foundation on 1st December 1984, retired from his work as director and a partner of the largest firm of auditors only then to join our company as chairman of the board.



Our board is, fully intentional, not very big.

The aim is to be vigilant and quick in decisions and we enjoy the non-existence of red tape and bureaucracy.

To be small against big competitors you have to be the best and give the best service to survive, a FOCUS we have in our daily work.

## Simonsen Next Gen



As mentioned in the leader we are now in the process of introducing the next simonsen generation to the family company. The eldest son of Klaus, **Frederik**, will officially join the company on September 1, 2017. Frederik has always shown a keen interest in the activities of the family business and having finished his bachelor in geology his first task was to update our website - a good way to get introduced to the company and work with colleagues. This was a joint effort together with Lisbeth, Birthe and Morten.



Frederik will now spend the next year working at various sites, i.e. Refratechnik in Germany, LIRR in China, Mosconi in Italy plus Aminco and Shipco in USA to get a feeling of working without partners and friends.

*Preliminary meeting*

When joining the company in 2017 he will be working closely with Michael Wang within aluminium but also new business.

We must be sure that there is - as there always was - a SIMONSEN on the road!

## News from Shanghai

*"Dear friends in our industry!*

*Once a year I get the chance to report you something around us.*

*This year actually has been a busy year for us. We kept running various quality assurances, inspections and shipments for our carbon materials. Thanks to all the friends in the industry to make us very much active in the black business!*



*As you know, we have both quality SIM-G and SIM-Gd for graphitized cathode blocks. In the past five years both qualities have been tried in quite some smelters outside China. In the same time, we continue to improve the quality and quality consistency of our blocks, as we understand the single block quality will decide the whole pot-line performance. The efforts have been paid off as last year the trials have been expended.*

*As to our sidewall carbon blocks our performance keeps well. We have to say that our SSB carbon sidewall block quality has reached a very stable and steady level. Our regular inspections to our plant in Shanxi have proved our confidence. Same as last year, we shall prepare our SPC report and you will read the key property performance from it.*

*Aluminium industry is in the recovering stage this year. We have seen some good signs in China and outside as well. We expect this trend will keep upwarding in the coming years to make our industry running healthily again both to the smelters but also to our suppliers.*

*At the end, may this short letter bring you healthiness, happiness and peacefulness. Wishing you a great New Year!*

*See you in 2017!*

*Ruanbo from Shanghai"*



## News from simonsen shipping department

During the summer in Denmark there are a lot of music festivals and this year some of the colleagues in the shipping department were invited by one of our forwarding agents to the most beautiful festival of them all: "SMUK festival" in Skanderborg, Jutland, situated in lovely surroundings in the beech forest. (SMUK means beautiful).



After a couple of rainy days we were prepared for this festival in August bringing rubber boots and umbrellas - however, luckily the clouds disappeared and we had a lovely day enjoying the sun and a good lunch in the forest nearby the lake in some of the most beautiful surroundings in Denmark. Also the variety of exciting music at full blast by both Danish and foreign artists on stage was fully enjoyed.



Selfie time: **Connie, Susanne, Hanne and Maria**

Susanne, Michael, Ulla and Connie attended this year's Aluminium 2016 fair in Dusseldorf which is a good opportunity to meet many of our daily contacts face to face and also to get to know colleagues in an entirely different way.



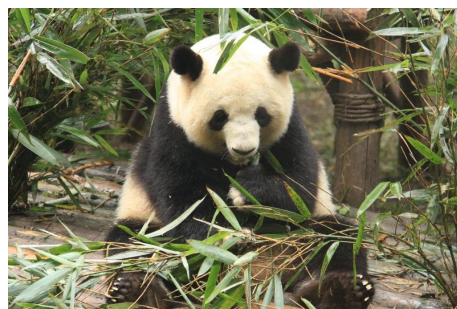
This year we had an extra experience on the way due to a Lufthansa strike meaning rather unstable flights. Arriving at Frankfurt departures by both plane and train to Dusseldorf were uncertain, so the only possibility for us was to rent a car. Obviously also what many others had decided to do, so only 9 person minivans were available!



Greetings from the shipping department:  
**Susanne, Maria, Connie, Ulla, Hanne and Michael**



## SICA News



With these new photos we also bring you here the annual letter received from the Chengdu Panda Base informing us about SICA and her twin babies:

*"How time flies, it is almost end of year 2016; I hope everything is fine with you and thanks for your continuing sponsor of SICA and concern of her babies. Because my personal reason, I would not be able to have the information of SICA by myself, so according to my workmate, he gives SICA basic information as below:*

*Living place: Cubs enclosure  
Current weight: 103 kg  
Current food menu: Fresh winter bamboo shoots (a kind of fresh shoot only in winter), fresh bamboo, apple, panda biscuit (contains multiple trace elements)  
Current health: Healthy*

*SICA has delivered male twins in August 2015 as I told you before and in that time our panda base holding the Name Collection Campaign for them and their finally names are 思念 and 思筠筠 meaning of amazing memories.*

*These two babies are both healthy and active; they weigh 26 kg and 24.5 kg. They are taken good care of by our keepers. Now they are living in kindergarten with the rest of babies of 2015.*

*Best regards,  
Jingjing"*



Good news is also that the giant panda is now off the endangered list and upgraded to vulnerable only thanks to aggressive conservation efforts in China during the past years.

## Visit in Nykøbing



In January we had a visit from our accountancy firm in connection with the retirement of Anders Borg and we had the pleasure of being introduced to Søren Yde, partner and state-authorized public accountant.

*Lisbeth, Klaus, Morten, Anders Borg and Søren Yde and Flemming Hansen (both partners from Brandt Revision, a firm of auditors)*

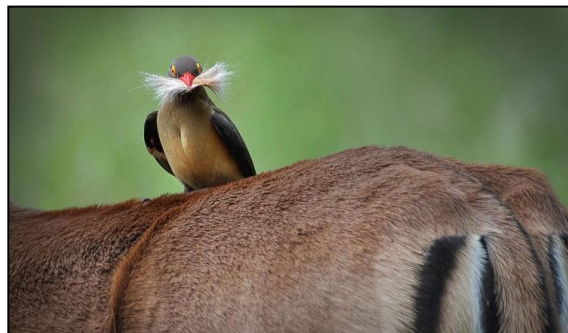
## Visit from local mayor

We have always aimed at having a strong relationship to local business and government and we were delighted to welcome the mayor of our island Mors, **Hans Ejner Bertelsen**, in March. He is a local very big farmer and has a strong foundation in the local area based on humility, dependability and trustworthiness. He was joined by **Per Søndergaard** (left), the managing director of Morsø Business Council.



We are pleased that our company is well supported, which was very evident during the celebration of our 20th anniversary with LIRR, where we were greeted at the town hall.

Our community is tightly knitted and it is always a pleasure to return to friends and associates in our small town of just 9000 people. Our home!



## Tomago Supplier Award 2016

It was with great pleasure that Morten again attended the annual TAC supplier award dinner. This is a very special event, as TAC (Tomago Aluminium Company) is hosting an annual award dinner evening to show the appreciation of the cooperation with all business supply partners, local and international. This is a completely unique event, as all partners and suppliers to TAC are recognised for services as well as materials.

It was with the greatest pride that our company was announced the winner in our TIER: Raw Material suppliers, as the supplier of excellence in 2016. The award was presented by .... Gordon Wilson. It was a great honour to achieve this award on behalf of our company.



**Morten and Matt Howell,**  
CEO, Tomago

To be recognised as supplier and a partner is paramount, as we strive to be the best supplier to this industry in terms of materials but certainly also in service and innovation.

- The familiar way!

Morten cannot express enough his gratitude to TAC for yet another great evening, good entertainment and great company.



**Morten together with Gordon Wilson,**  
Procurement Manager and **Meegon Maundrell,**  
Raw Material Logistics Advisor (both Tomago)

We naturally celebrated in our office upon his return to Nykøbing and the award is in the best display.



**Morten and from the left: Annalise, Maria, Ulla, Lisbeth, Marianna, Anders, Michael, Hanne, Birthe, Susanne and Connie**

## LIRR / simonsen celebration

2016 was the year where we could celebrate the 20 years anniversary of our cooperation with LIRR in China. A testament to the strong relationship we have with our partners and against all odds introducing, as the first company in this industry, SIC materials to the global aluminium industry.



The founder of our company, Jorgen Simonsen, travelled all over China some 22 years ago and finally met LIRR and instantly a connection was made, professionally and personally. He wanted to make sure we could work with LIRR, as they being the largest refractory test institute in China had the ability to not only produce SIC sidewall blocks but also to make all the important research and development.

The way from a humble pilot plant with 250 MT to a capacity today of more than 40,000 MT is a strong testament to the way this partnership has been able to develop and enter a market successfully at the right time - focus always being on QUALITY and SERVICE.



*Back in 1996 when the cooperation with simonsen started **Dr. Li Hongxia** was Production Manager in LIRR.*

*In 2001 she was appointed President of LIRR and during the visit to the town hall in May this year the local newspaper asked for a comment from her to describe the connection between LIRR and simonsen through all these years. She answered with a smile: "It's a love story".*

## LIRR / simonsen celebration

The milestone was celebrated in Nykøbing in May with guests from LIRR, the Danish ambassador to China, the local mayor, family, friends and colleagues. It was an unforgettable event!

Even times for the industry is very tough it is important to maintain the focus on the industry and to develop and stand strong together, which has been a great success so far:



- LIRR and *simonsen* 20 years and more to come!

*The local mayor **Hans Ejner Bertelsen** welcoming Vice president **Wang Zhanmin** and Director of SIC Technical Dept. **Huang Zhigang** (both LIRR) at the town hall.*



*Above: **Morten** and **Dr. Li Hongxia** in front of the gift received from LIRR: a ding (fanding), which is a cooking vessel symbolising power in ancient China and today a symbol of stability and great efforts thus wishing our business to be prosperous throughout the ages.*



*Authentic Chinese decorations to complete the setting during the anniversary dinner in the evening.*



## Aluminium 2016

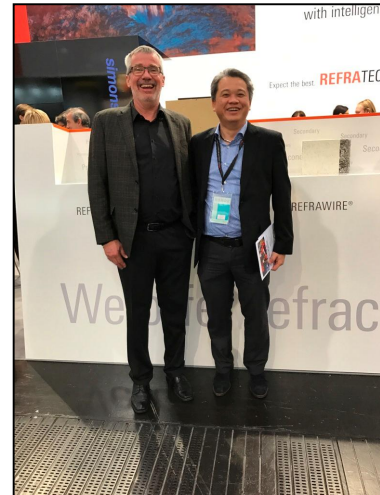


It was a great pleasure yet again to have a big connection at the biennial fair in Dusseldorf on aluminium and all aspects of this, actually.

We are proud to be associated with our exclusive partners Refratechnik for the supply of our world-famous brand ALUBAR 1100. We again this year had a combined booth with Refratechnik and again it was hugely successful.



**Frederik, Ulla, Paolo Mosconi, Susanne, Antonio Bodini (Mosconi), Connie and Klaus**



**Klaus together with Siew Eng Fui (Press Metal)**



**Marko Drobnic (Talum), Rainer Gaebel (Refratechnik), Klaus, Klaus-Martin Meier (Refratechnik) and Zlatko Cus (Talum)**

We were delighted to have a great night by invitation from Trimet to a boat trip on the Rhine. Trimet are great partners and we are honoured to be a strong supplier and partner.

## Aluminium 2016

Our company was represented by Morten and Klaus together with Susanne, Connie, Ulla, Michael and Frederik.

This fair was also a first opportunity for Michael Wang, our Chinese colleague, to have a look at our expanded business into holding/melting furnaces. - A market for which we see great potential in our new business.



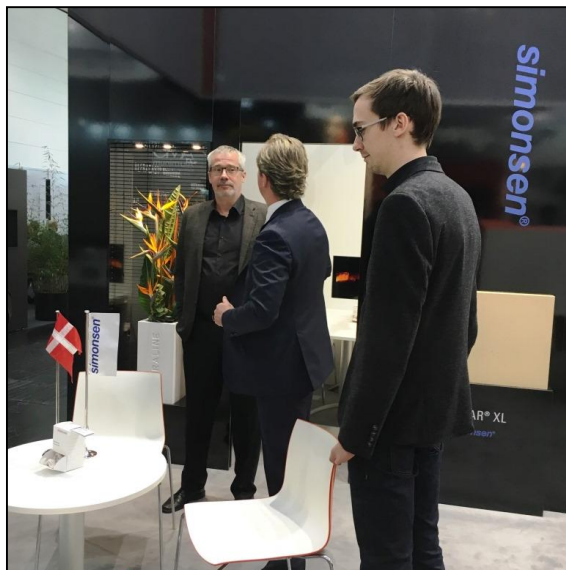
**Frederik and Michael**



*To the right: Klaus together with Tobias and Klaus Hölischer (Calsitherm)*



**Klaus and Avgust Sibila (Talum)**



*The simonsen corner*

## AZ China Limited

It is with great pleasure we can inform that Morten has accepted the position as non-executive director of AZ China and as such a board member.

AZ China is an information platform solely focusing on the development of the aluminium industry and on the development in key raw materials with speciality on China.



The founder and owner, whom many of you know very well, is Paul Adkins, the former procurement manager of Tomago Aluminium Company in Australia and now having spent 9 years in Beijing with huge information on the internal movements of China.

In the aluminium raw materials sector AZ China supports their clients through targeted, in-depth market analysis of the carbon and black products markets and is the only analyst who writes on the Chinese market from inside China yet with a Western smelter point of view.

Morten sincerely hopes to bring some hands on perspective to AZ China and will do his very best to help the company being the platform and source of information.

On the board he will join Matt Powell, now an independent executive but former operational and VP of smelters.

## "The Lowest Tenderer"

Remember these wise words which cannot be said too often:

*"It's unwise to pay too much but it's worse to pay too little. When you pay too much, you lose a little money — that's all. When you pay too little you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought for. The common law of business prohibits paying a little and getting a lot — it can't be done. If you deal with the lowest tenderer it is well to add something for the risk you run and if you do that you will have enough to pay for something better".*

*John Ruskin (1819-1900)*





## A Metamorphosis



This table shown in the photos has been made especially for Morten's office and is designed and made by our company chairman Anders Borg.

It may not sound like the task of a Chairman of the Board but Anders has this hobby of designing and working with wood, so what could be more natural....

Throughout the designing and manufacturing process the table almost became a metamorphosis for the company of *simonsen a/s*.

As explained by Anders: Covered by zebrano wood - an international wood species - underside covered with birch and inside the legs is poplar, both Danish wood species. The design is based on stringent geometric shapes.



*Translated into simonsen language:* - An international company based on Danish roots and Danish values. Shape and design expressing control and overall striving for perfection.

The bowl shows room for a different approach and thinking out of the box.



## Approval 2016

As one of 173 companies in Denmark this year we proudly received the AAA Gold Diploma from Bisnode D&B (Dun & Bradstreet) as a proof of the highest creditworthiness over the last 10 years.

## The first company name plate



We recently discovered the very first bronze plate for our company back from when our founder and father Jørgen Simonsen decided to go solo and make his own company.

At that time the company was called *jørgen simonsen danmark*, later it was *simonsen and sons* (or as many recall redubbed *simonsen sons and Jørgen* and then finally just *simonsen*.

It was very vital to our father to choose a name people could remember, so no made up names but simply the family name. It has been proven to be a very wise decision (as many others) and is today a world sign of

- Quality
- Service
- Humour

Very much like our quality sign:



## ARABAL 2016

We participated in the annual Arabal in Dubai. A beautiful venue at the Madinat Jumeirah and as always when being held in Dubai very well organised with attendants from not only the Middle East aluminium industry but worldwide.

Naturally the ME is hugely important for the PRIMARY aluminium production and this year the overall feeling was radically more positive. LME aiming higher, finally, demand and outlook stronger - new projects.

Arabal is a special conference and we are most delighted to have been a part of the conference since 2001.

## Around the Limfjord 2016

In September a recurring event took place in the Limfjord: the largest race in the Nordic countries with the attendance of wooden ships in all sizes up to two-masted wooden schooners and we also had a visit in our local port of Nykøbing.

It was a beautiful day with a lot of activities going on - some more active than others!



## A trial voyage in the wake of the Norsemen

This summer the Viking Ship Museum in Roskilde was sending Skjoldungen, a reconstruction of a 11 m long transport archaeological ship-find, and crew to Greenland to test - for the first time ever - the travelling conditions experienced by the Norsemen more than a thousand years ago.



The eight member crew undertook a voyage of 560 nautical miles along the southwestern coast of Greenland exploring and gathering information on the everyday life for the Norsemen as well as sailing data under both oar and sail.

You could call it experimental archaeology!

## National Cultural Event



This recurring event in Nykøbing once again introduced us to a lot of cultural adventures and the colourful decorations were enjoyed by both tourists and the locals.

## Tennis club

Morten, being an avid tennis player, is part of a travelling tennis group that every year plays tournaments in various cities in Europe. This year the tournament took place in Vence, France, in September. The double team did not win but had a great time in the South of France.

Morten is a professional educated tennis coach and this was part of his way to make extra money during the education and commercial university.

His two daughters are equally impassioned tennis players, playing from very early ages, and not the least participating in tennis seminars with our Danish female tennis star, Caroline Wozniacki.

A sound mind in a sound body!

*From left:*  
**Torben, Klaus R, Morten and Klaus H**



## Dagmar of Denmark - A Symbol of Relations



This year Copenhagen celebrated for 3 whole days the 150 years anniversary of the Danish princess Dagmar's marriage to the Russian Tsar Alexander III in 1866. She died in 1928 and as the empress of Russia she was known as Maria Feodorovna.

Danish-Russian relations of all sorts from the 18th-20th century were discussed at a conference being held in Copenhagen in November and several other activities took place in our capital city.

One of those was a huge anniversary ball at the city hall introducing 30 classic dances from the Russian court and performed by Danes and Russians all dressed up. They had all received dance lessons by a famous Russian choreographer, who on the occasion expressed his opinion: "This ball is very important, as on the dance floor people forget their disagreements and they all belong to the same nation, the nation of dancing!"

## Going electric



As many of you having visited our offices in Denmark will know we have a close cooperation with a local taxi/limo company and you are always met in the airport by our partner in transport, Morten.

He and his 2 brothers - all in the transport business - this year took the bold move to go completely GREEN and electric. They all decided to buy Tesla electric cars and were

the first taxi company in Denmark to convert 100% diesel to electricity.

As many of you realise you are now driven by Tesla cars from the airport to our offices and this move has led the three brothers to a governmental advisory role in how to make the transition to GREEN transport.

Not a bad position for 3 brothers in our north-western area in Denmark and of course fully supported by our company. We are in a natural process of recycling, latest with our GREEN recyclable collector bars and a pilot programme looking at recycling of used potlining.



## Danish Guide

Many people think that Danish is a difficult language to learn. See for yourselves the many meanings of just one small word!

 <b>GUIDE TO THE DANISH 'NÅ'</b> <small>FLUENT IN DANISH WITH JUST ONE WORD            ([NA], [NA:], [N:A] OR ['NA,NA])</small>	
<b>Nå</b> I hear you / go on...	<b>NåH/nåe</b> skepticism / doubt
<b>Nå, (Hvasså?)...</b> How are you doing?	<b>Nå, (Ja)...</b> I forgot
<b>Nå nå (Slap af)</b> Give it a break, will you!	<b>Nå (Da)</b> Genuine surprise
<b>Nå, (kom nu)</b> Impatient (lets get started)	<b>NååH / nååRH</b> Sooo sweet / cute
<b>Nå!!!</b> Threat (I'll get you)	<b>NåååH!</b> Now I understand (it)!
<b>Nå, (nej)</b> You are right	<b>Nå!</b> I really don't care

## Shakespeare quotes

- ◆ Suspicion always haunts the guilty mind.
- ◆ Love all, trust a few, do wrong to none.
- ◆ Have more than you show, speak less than you know.
- ◆ You can win life by all means, if you simply avoid two things: comparing and expectation... Enjoy life!

## Something is rotten

*"Something is rotten in the state of Denmark".*

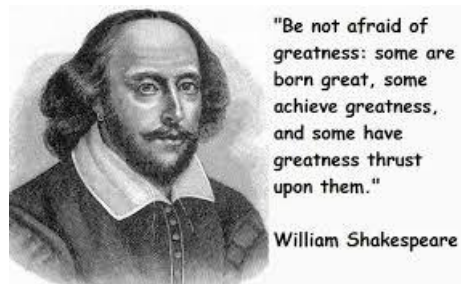
This is a very famous line from the Shakespeare play "Hamlet" which is performed every year at the royal castle Kronborg in Helsingør (Elsinore), the original setting as made by the author himself.

However, 2016 has been a special year celebrating a double-anniversary: - the 400 years anniversary of William Shakespeare's death in 1616 and the 200 years anniversary of the world's oldest performance tradition at the Danish prince Hamlet's Castle.



In 1816 a group of soldiers performed the play "Hamlet" at the castle to mark the bicentennial of Shakespeare's death and that first performance laid the foundation for the current Shakespeare Festival at Kronborg, the world's longest recurring event honouring the writer.

This year's festival presented a lot of international Shakespeare productions including Shakespeare Open Air Cinema and Shakespeare in Concert and a special Christmas show is also planned.



*Coming together is a beginning; keeping together is progress; working together is success.*

*Henry Ford*

*Try not to become a man of success but rather try to become a man of value.*

*Albert Einstein*

*Action is the foundational key to all success.*

*Pablo Picasso*



Finally, we wish you and your families a happy Christmas and a prosperous 2017.

Warmest regards,

Morten

Klaus

