

## Dear friends, partners and colleagues!

On the 1st December 2019 our family company will celebrate our 35th anniversary. Not necessarily a milestone usually celebrated but being a private company which for 35 years has dedicated all business activities successfully with the primary aluminium industry, we certainly find it time for celebration! And our general look at life is to celebrate all and as often as possible.

35 years is also a time to reminisce, to think back on all the events that have shaped our company. From the beginning in our fathers private home as an idea in 1983 which he had had for a while, to a start with Klaus on the 1st December 1984 and to our company that 35 years later, as time flies, also changes. A major sad change is that our father, Jorgen, is not able to celebrate with us after his all too early death on June 9, 2011. But Klaus and I have managed to keep his spirit fully alive. His office still appears as he left it and we all do the same business based on the same values. Not hard for us being the two only sons who grew up with the industry, so luckily it is natural almost to us.

Looking back is good but we find it much better to look forward. I am sure the industry does not find it time for celebration in a pure business sense. The market in 2019 has been and is in a lot of turmoil and with key factors making it difficult for our dear customers and partners to be as profitable as expected, if at all.

Major issues and costs seem to be working against the logic and pending/exciting trade disputes, tariffs and general uncertainty make it difficult to navigate. We as suppliers feel the blunt effects equally as should be expected.

As the old saying goes: for good times and bad times. But we have managed to weather the difficulties with a strict focus on portfolio of materials and partnership with the largest manufacturers in the industry.

We have also expanded into the emerging market of WtE (Waste-to-Energy Sector) with a looking at other new business also, to strengthen our company even further.

We hope and trust you will still enjoy our yearly publication, content of which clearly based on our life philosophy:

Enjoy your life, enjoy your family and think positive. In one way or the other it will all work out.

We wish you and your families

Jum

A MERRY CHRISTMAS AND A TRULY HAPPY NEW YEAR.

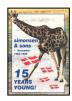
Morten Simonsen Managing Director

# **Our Updates**

































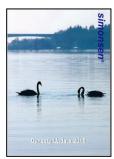
















## **Our family**



Sara still works full-time in a shop in charge of animal matters, i.e. health, food, caring and well-being. However, besides the "normal" animals such as dogs, cats, hens and goats she has now turned her interest to Icelandic horses. A year ago she bought a pregnant Icelandic horse and now also has a colt named "Atlas". He has twice been for selection within the group managing Icelandic horses in Denmark and has been nominated the 8th best Icelandic colt. This has of course increased her interest in and breeding of Icelandic horses. As she and her boyfriend are living only 16 km from us we still have the pleasure of spending some time together.

The past year **Frederik** has during Maria's maternity leave been handling our business with LIRR on the silicon carbide materials. However, upon her return he is now sitting opposite Klaus in a newly renovated office. The plan is to include him more into the technical side of the business together with Klaus. As Frederik is also very interested in technology he will in future be more involved in our IT-systems and especially how to develop these for our business including different kinds of platforms to ease the business co-operation between simonsen and our clients. Privately, he is still living in a house next to Susanne and Klaus and his main interests are still E-sports, American football (Kansas Chiefs) and F1 racing, which he enjoys watching together with Klaus.





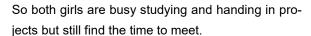
**Nikolaj** is now more than one year into his job as a trainee in a local company dealing mostly within leasing of cars. He is learning a lot from the financial side of buying and leasing cars, which he will be able to utilise later. He also still works as a drummer in a "major" local band and they are on the road 2-4 times a month playing all over Jutland. With his normal job and the band-playing business during weekends he has (for the time being) given up the taxi driving. There were no more days in the week! Privately, Nikolaj lives at home with Susanne and Klaus. As cars are still of major importance, he does spend time with Klaus going to car exhibitions and dealerships especially right now to look for the development in electric cars.



In September a new chapter began in **Laura**'s life. Having finished her Bachelor in techno-anthropology in Copenhagen she was lucky - and qualified - to be accepted at Aalborg University, where she will be studying for a Master's degree in criminology as a continuation of her BA. She will be analysing the reasons for crime and work trying to prevent future crime.

So now she is living in Aalborg which is only 1½ hour drive from Nykøbing Mors and very nearby her sister Olivia, who is also living and studying in Aalborg. Now they can really enjoy each others company cooking dinners together and Marianna and Morten can easily drive to Aalborg enjoying being together as a family.

Olivia is still living in her very nice apartment downtown Aalborg with her boyfriend and is happy to have her sister living in the same city. She is on her second year studying business economics including exciting topics such as financial analysis, business administration, investment, financial terms and a lot more.





Morten and Marianna's dogs Luis and Minni are enjoying life and sometimes visit our office.

During one of those visits Minni obviously spotted something very interesting ....











Best friends!

### Klaus' birthday

On June 5 Klaus was included in the "grown-up world", as he turned 60. Originally, he had planned to celebrate this occasion in somewhat quietness with the family and a dinner out but this was not in the plans of his family, he learned later. They had already planned a surprise party.

On his birthday Klaus was lured away by his daughter Sara, who had prepared a Gin & Tonic cake, which they had to try before going out. During the approx. 2 hours Klaus was away, the rest of the family managed to set up a tent in the garden for 100 people, to build a G&T bar, have 55 people including everybody from the office joining the party and to have the band (in which Nikolaj is playing the drums) installed in the tent!

Klaus received a lot of fantastic gifts but the family gift was somewhat special - a "PUCH" moped. 45 years ago this was his first moped and his wife Sanne decided to give Klaus the exact same model for his birthday.

Crazy thing is that this gift was exactly 45 years old, i.e. from 1974. Totally restored and in all details exactly like the one he had almost half a century ago. Absolutely a marvellous gift and riding on this during the summer has brought back a lot of nice memories.

Even if the celebration took place on a "normal" Wednesday, we had a fantastic evening which only ended in the early hours of Thursday morning.









#### **Staff**



On January 2 **Nora Lundsby** joined our company as office assistant. A few years back she had previously been working as a maternity cover in the shipping department.

We are also pleased to announce that as per September 2 *Ningning Li* was employed as office trainee. She will primarily be assisting Michael Wang in the Waste-to-Energy department.



A warm welcome to both ladies!

### simonsen a/s - digital and personal

Digitalisation is an important part of our business strategy. In early 2019 we chose a cloud-computing solution as a better alternative to the former on-premise server and we are continually working on improving our digital maturity also including the improvement of work processes digitally. By all means, we also focus on data security and services.

To improve our services and availability this year we had video and audio equipment set up in our conference room in Nykøbing to support our new video conference system. The new system gives us the opportunity to have online meetings and communicate personally with customers, suppliers and other business partners located far away, as if we were in the same room. Our system is compatible with other standard-based systems and anyone can join from anywhere and on any device.



So now it is even easier for you all to get in contact with us and also for the office to communicate with Morten and Klaus when they are travelling around the world!

Susanne calling Anwesh, our man in India

### **Shipping News**

It is never boring to work in a shipping department and 2019 has not been an exception. Our department has again had a lot of tasks and materials have been sent by ship, rail, truck and plane to the whole world. Each day is different and we will always do our utmost to provide the very best services to our customers' complete satisfaction.

After a very busy year 2018 we employed Nora in January 2019 and this autumn Maria started working full-time after her maternity leave and hereafter all shipments are handled by the following persons:

Upper row: Nora (assisting with order registration and various shipping tasks), Connie (alubar 1100) and Hanne (insulating bricks, insulation boards and cathode carbon blocks). Lower row: Maria (sicatec 75) and Susanne who is handling all quotations.



We would like to thank all our customers, suppliers and forwarding agents for a good cooperation in 2019 and hope that you will continue to give us a lot of exciting challenges also in 2020.

## **Traffic by Train**

Transport from China by train is getting more and more common and Duisburg in Germany is the world's largest inland port and one of Europe's biggest transport and logistics hubs. Every day the new Silkroad from China to Europe is bringing containers by train to Duisburg and from here the materials are loaded on trucks and ships and distributed to European countries.

It takes 30-40 days to ship goods by vessel to European seaports and only about 15 days by rail and the transport companies hope to bring the transit time down to 10 days.

Transport by train is still expensive compared to shipment by sea but for urgent deliveries it is a perfect alternative and to bring down the costs of possible stock facilities, the costs of railing material could equalize these somewhat.

In 2019 we have successfully used this option by several shipments to Germany, Sweden and Slovakia and we will always be of assistance with offers for rail transport as an alternative possibility.

No doubt this means of transport in future will make it possible to shorten the transport route from China to Europe.

### Waste-to-Energy



In 2019 we achieved great goals in our recycling business and we hope that this good 2019 will lead us to another success very soon.

The recycling department now also includes Ningning Li, who joined us in September to assist Michael.





#### 3D revolution

Our 3D-printed tube wall with SiC tiles: LIRR also had a successful attempt on 3D-printed mould this year.

We stay in Tech!

In connection with Dominion's first inspection at LIRR we had the great pleasure of welcoming **Sonja Müller** and **Celal Cakar** to visit LIRR's plant in Luoyang. They went through the whole production line together with Huang Zhigang (LIRR) and Zhiyong (Michael) Wang from our office, then visited LIRR's headquarters and laboratory.

It was a very good plant tour and Sonja and Celal were satisfied with our capacity. They spent 3 days in the warehouse for product inspections and qualified all inspections.

We do hope to see Dominion again soon.







## Shanghai Update

"Dear friends.

When requested to have this small article written I realise year 2019 will soon leave us away.... what a very busy year we have.

Thanks to all dear partners to keep our plants full in all range of our products. It is fortunate that our product quality went very well throughout production, testing & inspection, packing, transportation and shipment.



Our SSB and SSC are stable in both properties and appearance quality. Our Gd has been improved a lot during the past 8 years. By working closely with our plants we have developed series standards to make sure what we supplied is always on the reliable level.

As the extensive activities in China we, our team, are also expanding this year. We have more young generations involved in our day-to-day business and we are training them to be the professionals like the old generation did. We expect to continue to serve our customers in the industry.

Worldwide aluminium industry is in challenges. As a supplier, as always, we will do whatever we can to bring values to our customers and to serve you better.

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

See you again in 2020.

Ruanbo from Shanghai"

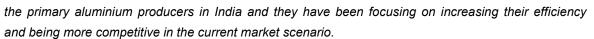


### **News from India**

"Dear all,

At the outset I would like to wish you all Merry Christmas & Happy New Year 2020.

The Indian aluminium industry has seen a lot of volatility over the last few months considering the global LME scenario. However, this has not deterred



The growth of the global aluminium market is driven by development in transport industry and increase in usage of aluminium in various industries such as building & construction, which is primarily the case in India where large scale development is in process and the government is pushing for rapid urbanisation of the cities under the Smart City initiative.

The volatility has strengthened simonsen's position to contribute to the new initiatives of the primary aluminium producers and the development of newer and special product portfolio which supports the primary aluminium producers.

Simonsen a/s is very strategically placed in the industry offering the complete range of relining materials which has helped us in increasing our presence at all the smelters across India.

We strive to support all our customers in all of their endeavours and upgradation initiatives.

Regards, Anwesh Dash Sales Manager, India simonsen a/s"



## **Cooperation Aalborg University**



In February the students from Aalborg with whom we cooperated last year visited us and presented the final outcome of their project regarding how to approach business in new areas "in a familiar way" - we already included some of the ideas.

Celebrating with our HR Manager Marianna



#### **TRADITION**

Mutual respect and trust
Built on family values
Considerate of customs and heritage



#### **SERVICE**

Flexible, available and familiar Going the extra mile Transparent and helpful

#### **QUALITY**

Effective and thorough Striving for the best Reliable and high-end products

## Visit to Hydro, Sunndal

On Thursday October 10 three excited ladies showed up at Hydro's reception in Sunndal. We were kindly welcomed by **Svein Kaare Sund**, who was our guide all day.

All dressed in yellow safety jackets, safety helmets and glasses we had a guided tour at the entire plant.





From left: Heidi, Inger Bævre and Anne Berit Bollingmo (both Hydro), Susanne and Connie

We also met the kind ladies from the accounts department who named us "the three yellow chickens from simonsen". The purchasing department introduced us to the process of melting aluminium and we had a round trip in the potline, cast house and relining area.

The weekly vessel from Rotterdam was in port that day, definitely containing material from simonsen and unloading fully ongoing at the quay.

The Sunndal plant is beautifully situated at the end of the fiord and is surrounded by mountain



Tousiere SEA-CARGO SEA-CARGO

end of the fjord and is surrounded by mountains which were already covered with a fine layer of snow on the tops.

We would like to thank Hydro Sunndal very much for an extremely exciting and educational day. Norway is such a beautiful country and Svein Kaare had even provided for lovely weather with sun and a blue sky.

Greetings from Connie, Heidi and Susanne!

## Visit by SPIC



By the middle of September we had the pleasure of having our supplier of graphitized carbon cathodes - SPIC Ningxia Energy Aluminium Qingxin Carbon Co. Ltd. - together with our Chinese partner Ruan Bo for a weekly tour of Scandinavia.



Jens Fladerer (Hydro) flanked by our guests from China

The first part of the week we were visiting clients of ours in both Norway and Iceland. This was especially of interest to the people from SPIC, as they have never before had the possibility to visit said clients nor the opportunity to inspect the blocks supplied. During both visits we saw the production and also had some very interesting discussions on future possibilities.



From left: Tian Lipeng and Liu Jianping from SPIC, Ruan Bo, Klaus, Svein Kåre Sund, Sverre Enger and Eirik Hagen (all Hydro)



Tove and Ruan Bo

The last day was spent in our office in Denmark, where we had a follow-up on the various meetings and discussions on how to proceed with our future cooperation.



Møgelvangs Plads 7

In the evening we invited our guests for a special dish of the island of Mors, i.e. "Fried eel and potatoes in white parsley sauce". Before going to the restaurant Klaus' and Morten's mother Tove invited all for a pre-dinner drink in her home.

## **National Day Celebration**



We received these beautiful photos from a LIRR party in connection with the marking of the 70th anniversary of the founding of the People's Republic of China on October 1.

By the way, the sales department won first place in the singing contest!



#### **TMS 2019**



This year the TMS conference was hosted in San Diegoand no doubt from all colleagues and information THE absolute best city of all in the US to have the annual event. A great city, easy layout and fantastic climate. We often ask ourselves why the conference has to be moved to various cities every year and alternating dates.

As always we had a great week with meetings, dinner and good company with friends from the industry.

On the stairs you see **Morten** and **Klaus** with **Greig Stevens, Alan Tomsett** and **Vikas Rawla** (all from Rio Tinto)

Morten had a great visit to **CBA** in Brazil in October and we are proud to become supplier of our well-known brand ALUBAR 1100 refractory bricks for the very first time.

CBA is a very impressive smelter with a state of the art reline area. We are truly impressed and very happy to be new partners.

As always in Brazil the welcome was very kind and hospitable.





London conference: Two buddies Michael Wrotniak (Aminco) and Matt Powell (Liberty Group)

To the left: **Morten** together with **Ingrid Augusto** and **Marcos Antonio Telles Filho** from CBA

#### **GIFA / METEC**

This exhibition is becoming an important event for us year by year. Focus is not primary aluminium but a host of industries, down stream, WtE etc.

We had a great chance to be together with our esteemed partner LIRR and used the occasion to sign new agreements for new industries.

We were also delighted to sign the first major contract for WtE with DOMINION. We have been nominated as the key strategic supplier with LIRR for the largest WtE project in Europe, in Istanbul.



Morten and Linda (LIRR)



Morten and Wang Shouye, President (LIRR)



Morten flanked by Sascha Koch and Henrik Holm Pedersen (both Dominion) together with Wang Shouye (LIRR)

We work closely with our partner and customer DOMINION and intend to expand our activities radically in this industry.



Three simonsen representatives on the job: Klaus, Anwesh and Michael

#### **GAD 2019**

The venue of the 2019 Gulf Aluminium Dinner was in Abu Dhabi. We were again pleased to be partners and sponsor of this annual event and also this year our partners Refratechnik joined our group. We had an interesting day and evening in the very dynamic area for aluminium with great future prospects.







## **Tomago Supplier Award 2019**

Morten was happy once again being invited to this annual supplier award event which was another great and amusing evening with the possibility to catch up with old friends such as **Matt Howell**, Chief Executive Officer of TAC.



## **Quotings**

- Earn your success based on service to others, not at the expense of others.
  - H. Jackson Brown, Jr.
- Success is not final, failure is not fatal: it is the courage to continue that counts.

Winston Churchill

- Success is the result of perfection, hard work, learning from failure, loyalty and persistence. Colin Powell
- It's fine to celebrate success but it is more important to heed the lessons of failure.

Bill Gates

#### **Exhibition**

Our office in Denmark has undergone some changes the last year - with expansion of staff and new business, change was needed.

We also now have a small exhibition showroom. The centerpiece being a model af a Söderberg pot. The idea came from a visit to our friends at TRIMET in Voerde, where Klaus saw this model in the reception and was graciously allowed to order a replica from same German manufacturer.

Was always an idea and has proven very useful to show the exact pots, operation, lining etc. for visitors and friends alike who are not familiar with our business.



Naturally, we display our line of qualities and will also shortly have a 3D print of a WtE boiler, lining etc. We would love to show you, so come and visit us in our beautiful northern part of Denmark - the door is always open!



## CopenHill

Copenhagen wants to be carbon neutral by 2025. An ambitious aim which our Danish capital, with its leading role in sustainable urban development, is resolutely pursuing.



With a waste-to-energy plant which supplies energy and is also a local recreational area with an artificial ski slope within the urban environment, Copenhagen's journey towards climate neutrality continues.

And this might even be the first waste incinerator the neighbours actually want next door.





## **Process Metallurgy of Aluminium**

In June Frederik took part in the 37th annual international course on Process Metallurgy of Aluminium held in the beautiful city of Trondheim, Norway.

As Frederik continues to dive deeper into our business and expresses his great interest regarding the more technical aspects, this was a great opportunity for him. It so happened to coincide with the fact that exactly 30 years earlier Morten participated in the very same course.

The course consists of several lectures conducted by some of the best and most experienced individuals within our industry, many of whom have been customers, partner and friends of the Simonsen family for generations. It was a highly educational experience for Frederik to meet and listen to these experts of their field from potroom management to bath composition, raw materials, new technologies etc.



The participants come from all over the globe and have different backgrounds and interests. Many are working directly at the aluminium smelters and provide a unique perspective on the challenges that our customers face on a daily basis. Even though our focus is primarily on the lining of the pot, which is only one of many important aspects of running an aluminium smelter, it was once again confirmed that everything is interconnected and needs to work in unison to ensure stability and longevity of the potline.

The evenings were spent participating in social arrangements which provided a great platform to do networking, exchange details and have fun with a great group of people. Frederik will certainly be looking forward to whenever the next opportunity presents itself.



## Not only in LIGHT but also in HEAVY metal!

Our financial manager, Heidi, is privately involved in organising a small but very well-reputed Heavy Metal Festival in Agger on the west coast of Denmark. Hence our



Michael Wang is also a dedicated Heavy Metal fan we managed to organise a band from China - **Punisher** - to perform at the festival.



Very first time ever for the festival to have a Chinese band to play and first time for the band to play outside China!

We were sponsors and decided to make it a different company event.



Alas the type of music in question not all decided to participate.

It was a great day with heavy music from international bands and we were all adhered strictly to the dress code.





#### ISAL 50

The RTA ISAL smelter on Iceland turned 50 this year, which naturally calls for a celebration and is a significant milestone - and very special to our company.

ISAL was the very first smelter Morten ever visited in 1987 together with Jorgen and ISAL has been close friends and partners ever since and we have proudly been supplying every year and enjoyed a strong, close relationship.



But curiously also, Jorgen in his past work for another company in the industry actually visited ISAL when it was just constructed and starting operations, so in many ways we as a family have been involved with this smelter since the beginning.



Our gift to ISAL was the two Danish birds sitting together: THE OPTIMIST & THE PESSIMIST. As in this industry we all know it goes up and down and both motions go hand in hand for sure.

Subsequently we proudly received this e-mail from Rannveig Rist, General Manager of ISAL:

Dear Morten.

I was very glad to receive your warm letter and the gift, the beautiful birds, the optimist and the pessimist from Royal Copenhagen, in connection with our 50 years production anniversary this year.

We have found a special place for the birds in the canteen of our company for everyone to see it, as we treasure this gift very much and I enclose a photo, so you can see it.

I would also like to take this opportunity to thank you for 35 years of good cooperation between the companies and we send all our best wishes to you, your family and everone at Simonsen."

We wish ISAL all the best for the next 50 years - rest assured SIMONSEN intends to stay with ISAL and the industry always!

#### Icelandic Aluminium Car



The first Icelandic aluminium car, named Ísar, is now in running order. The car is lighter than other car models and is built almost entirely out of Icelandic aluminium. The car is 2.5 metres (8.2 feet) wide and 5.7 metres (18.7 feet) long with seating for up to 20 people and weighs only just under 3 tonnes.

The Ísar car is specifically designed to have a minimal impact on nature and the first prototype of the car used biogas from local household waste.





Morten and Marianna visited Iceland this year and we are wondering: Did Marianna just tell a joke?

Left: The beauty of Iceland!

Suddenly in one of the ventilation pipes in our copy room this new office pet turned up.

Obviously, we have a teaser amongst us!



#### SICA

Recently we received an update mail from Jingjing of the Chengdu Panda Base on our adopted panda:

"Name: Sica

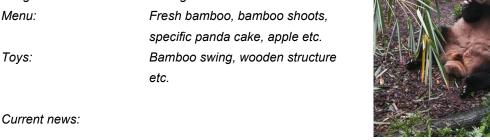
Birthday: October 22, 2004

Gender: Female ID code: No. 593 Age: 15 years old Panda Valley Current living place:

Weight: 123 kg

Menu:

Toys:



Recently, Dujiangyan City autumn gradually thickened, a few days of rain, the temperature plummeted. Sica appears in her outdoor playground on time in the early morning of every day. Sica's daily life is very colourful. Every day Sica has the easy going life, furthermore, our keeper carefully prepared for her wooden swing and became Sica's favourite toy, which can develop the brain power of the giant panda but also exercise its limb coordination ability.

Love to climb trees is the nature of giant pandas, even Sica has grown a very strong body, she is still a tree climber. Sica from the picky girl in the childhood to a good appetite now eats about thirty or forty kilograms of bamboo every day with the apple and panda cake as the favourite afternoon snack.

Panda Valley, the beautiful environment and comfortable life has not let our Sica become lazy. Our researchers and breeders through a variety of ways enrich Sica's daily life, so that she can enjoy life and at the same time can get due exercise. Finally, we believe that Sica's life here will be a happy life."





## 12th AASTC, Queenstown

In December 2018 the very special and interesting conference Australasian Aluminium Smelting Conference was back after some years and we were all delighted to participate again. The venue was the impressive city of Queenstown and it was as always a great event.

We were naturally this time also the proud sponsor of the Golf Tournament, the Brian Liston Memorial. It was a fantastic day at a spectacular golf course, probably the most beautiful setting for this event, since it was here exactly 20 years ago last time.





We sincerely hope the conference will be back in a few years. Is very well-organised, small and familiar and effective.

Morten and Mashio-san



#### **Danish lesson**

Here we bring another lesson for you, who is trying to get acquainted with the Danish language:



Line 1: The Danish expression
Line 2: Translation word by word
Line 3: The English explanation

## Dannebrog 800 years

On June 15, 1219 the Danish flag, Dannebrog, appeared on the sky over Lyndanisse in Estonia. Here the Danish king Valdemar 2. was in the middle of a battle against the Estonian pagans and he was struggling hard. The Danes took the appearance of the flag as a sign and were victorious. So the legend goes.



Thus the Danish flag is the oldest one in the world and the other Nordic flags are all based on the Danish flag.

In Denmark we raise our flag when someone has a birthday and this year it is the national flag's 800 years birthday.

For Danes the flag is a statement of joy and we use it everywhere and on many occasions: at birthday parties stuck into a birthday cake or into the ground to guide the guests to the right house, on Christmas trees as decoration and much more.



It all depends on how you see things:



# Christmas decoration in Nykøbing





Finally, we wish you and your families a happy Christmas and a prosperous 2020.

Warmest regards,

Morten Klaus

