



Dynasty Xmas Digital 2023

simonsen®



Dear friends, dear partners!

In the light of the digital world, we live in, we at our company have also succeeded to not print unnecessarily and as such the printed version of the yearly Dynasty Update will now be fully digital. Very befitting, as our company went fully digital in 2023 in all aspects of the business.

The company will also be hosted on the brand new SPHINX platform providing easy access to all data as a PPP—Post Procurement Platform. Relevant data, document sharing and shipping/delivery details are all available by browser and app. Everything you need to know on your phone and mobile device.

Goal being a great partner to all, with the best service and best products available. Moving into the future to make sure our family business is modern and attractive.

And into the future we will move, as we at the same time look back. In 2024 our company will be celebrating its 40th birthday on December 1, 2024.

My father Jorgen had the idea to create a sales office for the best producers of relining materials for sales to the global primary aluminium industry - with the rule that the company would never be a production company.

The company started December 1, 1984 in the name of

Jorgen Simonsen
Danmark

with Klaus from the very first day. I joined 3 years later.

Sadly my father cannot be part of the celebration passing away suddenly in 2011. However, Klaus and I have always kept the company and traditions alive. Expanding activities and introducing new materials but always purely served the primary aluminium industry, globally.

I trust and hope you will enjoy this digital update! During 2024 there will be several updates leading up to the birthday commemorating 40 years.

40 years as a global privately owned exclusive sales office with the largest and greatest partners and producers available and exclusively serving the global primary aluminium industry.

I wish you and your dear families a Merry Xmas and a Happy New Year!



Morten Simonsen
Managing Director

News from the shipping department at simonsen

Time flies - end of year already approaching and yet a tremendous year almost passed. In our quotation and shipping department we are proud that for the last year we have now been 100% digitalised. No physical files on our desks anymore and all orders and shipments are handled electronically.

It has been a major task and the company's reward for these efforts was a weekend trip for all colleagues to Hamburg during the last weekend of November. We had a wonderful trip. Hamburg is an incredibly beautiful and exciting city that is currently surrounded by Christmas markets and Christmas lighting everywhere.

After a couple of years with extremely high freight rates facing heights never experienced before, luckily prices on the transport market have stabilised again and most shipments run without noticeable delays. Our shipping department now consists of:

Nora and Maria - sicatec 75, sicabond (LIRR in China)

Connie - alubar 1100 (Refratechnik)

Hanne - insulation bricks (Mosconi) and insulation boards (Calsitherm and Techno-Physik)

Ningning—cathodes/bottom & sidewall blocks (Shanxi and QXC, China)



*Back row: Hanne and Susanne (Export Manager)
In front: Ningning, Nora, Maria and Connie*

We would like to thank all our customers, suppliers and freight forwarders for the good cooperation during 2023 and hope that you will give us a lot of exciting challenges also in 2024.

We wish you all a merry Christmas and a happy New Year.

Susanne Simonsen - Simonsen Shipping Team



Product News

SIC:

We proudly are introducing new and improved qualities of the benchmark quality of any SIC blocks - the SICATEC-75 quality. Used by all major technologies and smelters globally with homogeneous and excellent results after 28 years. LIRR being the by far largest production in the world with an annual capacity of plus 40.000 m.t.

But now also the absolutely most **GREEN SUSTAINABLE** production of SIC in the world. We introduce the GT quality - green technology - brand new state of the art, in-house developed, lowest emission and carbon footprint, production of any SIC in the world.

Our range of SIC SIDEWALL blocks is now a record of 4 qualities:

- ◆ SICATEC-75
- ◆ SICATEC-75 GT - green technology
- ◆ SICATEC-95 - SUPERIOR thermal conductivity. For High Amp design
- ◆ SICATEC-98 RECRYST - the BEST in any corrosion test. Based on recrystallised SIC

All qualities will be produced with the newest **GREEN technology**, as this is introduced also to the Yinchuan plant to be completed by the end of 2024.



Eventually, all being produced to the highest standard in terms of energy consumption and ESG.



Sinosteel Luonai Materials Technology Co., Ltd.

LIRR and SINOSTEEL have undergone major changes in China. A new complete group has been formed to which LIRR now also belongs. All is state-owned by SINOSTEEL and is now under the management of BAOSTEEL GROUP - the world's largest steel manufacturer.

Klaus and I were introduced to the new top management in June. As being a key partner with LIRR for 28 years we have an outstanding close relationship and the vision is to build on this foundation and expand our cooperation.

We were highlighted in the internal news of SINOSTEEL and we are very proud of the relationship.

LIRR and SIMONSEN are the largest and most innovative SIC producer in the world.



Waste to Energy

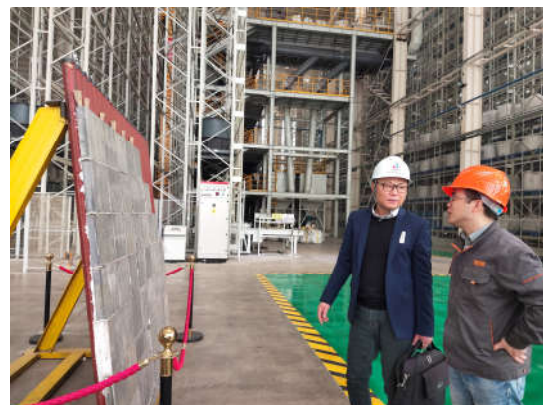
The Waste to Energy market in Europe has been stable in 2023. All major projects that we supplied during 2020-2022 are in commercial operations and reaching full capacity.

Together with our EPC partner Dominion we are making progress on some medium-sized projects in UK and Eastern Europe.

Based on the fact that European governments are closing down landfills as agreed the Waste to Energy industry as a whole has an optimistic future. We may see up to 65% of the household waste will be recovered for energy in Europe by 2035.



New dustproof press machine



LIRR's own tile system

Hydro inspections



As a result of Covid we have the last few years not had many inspections and visits from clients to our plants.

However, during the second half of 2023 we had the great pleasure of having Hydro visiting both Mosconi in Italy as well as LIRR in China.



During the last years both plants have invested heavily in improving the production of "green" material.

This means that we today probably have some of the most advanced and sophisticated productions in the world.

Hydro visit at Mosconi

Greetings from Shanghai

Dear friends,

2023 was a quite unique year. We started from tough and end with easy.



We are doing fine in the industry, not too busy especially this 2nd half but still keep fighting for quality supply and delivery.

Our plants in Shanxi and Ningxia are doing well as well. We will include a new quality from them - impregnated blocks - in our supply package and you will hear more during 2024 from our worldwide partner SIMONSEN.

Our team keeps fit, people get more experienced, play rules smoothly and enjoy working together. We are ready to serve our friends in the industry in the coming year.

At the end of 2023 may you have a beautiful New Year!

Runbo from Shanghai

Meeting NEUI

NEUI (Northeastern University Engineering & Research Institute) in China is one of the most influential aluminium technology developers. Their work accounts for half a total aluminium capacity in China.

Simonsen was invited to their headquarters in Shenyang in October 2023 and it was a real pleasure talking to the NEUI team.

A special thanks to Ms. Mao Jihong - "I am grateful for your insights on potlining concepts and material collection".

Michael Wang, Sales Manager



The New Sphinx Platform



The simonsen app was introduced globally with good success. Idea being all data and information should be readily available for all our partners - in a mobile app form.

Limitation to this development was in-house capacity and the fact that we were the very first in this industry with this kind of app - being part of our digitalisation route map.

To be sure the concept could be available for many more companies, customers and suppliers, we joined the SPHINX Platform. A brand new data platform especially created for but not limited to the primary aluminium industry. By access to the Sphinx platform you will have all SIMONSEN data, being post procurement.

The platform is not a procurement platform and tool. Sphinx connects to all economic systems, can handle all data, can register all ESG data, document sharing, provide direct access to shipment/shipping data, QR codes of all packing on all pallets supplied in warehouse - and much much more.



The platform will provide all our customers with very easy access to SIMONSEN DATA and we are very proud to be part of this innovative groundbreaking platform.

The Simonsen Board



Our mother, Tove, has decided to leave the board by December 31, 2023. She has been part of the company since 1.12.84 - 40 years. From the very beginning she did all the bookkeeping from our private house and our childhood home in Nykøbing. At the time still also working as company secretary of the manager of the local newspaper.

She has been a loyal part of our board since 2011 and part of the company for soon 40 years. And travelled to many TMS, Australasian, Arabal and other conferences as well as global smelters over the years together with Jorgen. The very last trip with our father was a visit to Alouette in 2010.

We could not have done it without her and will miss her at our board meetings. She will always be a part of the family company!

At the same time we are pleased to announce that our long-term close associate and company legal advisor and lawyer, Morten Breum-Leer, will be joining our board. Morten is a partner in a leading law firm in Denmark. We are very pleased and honoured that he will be part of our further and future development. A warm welcome!

The board now consists of Anders Borg (Chairman), Jens Broberg, Morten Breum-Leer, Klaus Simonsen and Morten Simonsen (Managing Director).

Corporate Social Responsibility

Being a global expanding company we are naturally committed to act responsible in every aspects of our business.

We therefore have a fully implemented CSR policy and we can adhere to all stringent requirements from any of our global customers and groups.

Digitalisation

We commenced on the road to full digitalisation 5 years ago. An ambitious project that needed all processes to be reviewed, rewritten and changed. All aspects of our daily business.

I am so proud to announce that in 2023 we reach the final line and our company is now fully digital. No files, no paper, no printing, all based on new systems ensuring that we can offer the best service available using all digital tools. And we naturally do not intend to stop this development and have clear set out plans for the future.

So to celebrate and as an added prize for all the hard work the company went on a digitalisation weekend tour to Hamburg.

It was a great weekend - with Xmas markets and all.



GAD 2023

Being a regular sponsor to the Gulf Aluminium Dinner, Morten Simonsen also attended this year in Dubai and this time he was accompanied by his wife Marianna.



Sponsorship - Golf Pro

This year we entered a partnership with young, extremely talented Sofie Kibsgaard, our local only PRO golf player. Our company name is featured on her golf clothes and we have partnered for a car sponsorship ensuring that Sofie can drive around to European tournaments safely!

Sofie is a native from our city and island and she started playing at a very young age at our local golf club. Her brother is equally also a very talented golf player which is quite remarkable. Both have trained at golf academies in the US.



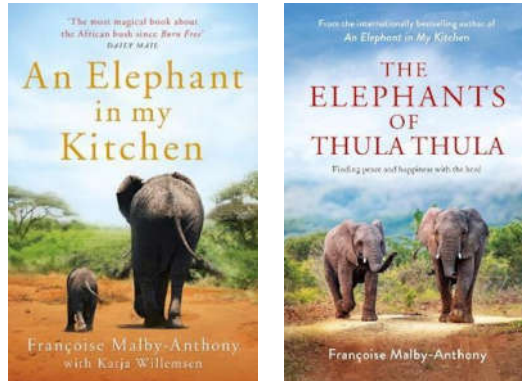
Sofie only plays outside Denmark and internationally and has her heart set on becoming and qualifying to be part of the LGPA tour in 2024 and the Olympic Games in 2028.

She has tremendously good results and several tournament victories this year on her tour. We are so pleased to support her and will be following and supporting closely for the years to come.

Sofie has a strong backing of local companies, the first time we have had a professional golf player from this region.

Different sponsorship

We are always extremely proud to be partners and sponsors of African wildlife, especially from the private game reserve THULA THULA in South Africa - friends of the family and company for many many years. Thula has a remarkable history, which can all be studied in the academic book bestsellers:



written by Françoise Anthony, the widow of the former owner of Thula, the Elephant Whisperer, and a very close friend of Jorgen and our family - highly recommendable!

We are supporting the antipoaching efforts and have a special relationship to Vusi, a very special, small and very active somewhat loud elephant, larger than life and the other elephants... All elephants in the reserve are rescue elephants and we take great pride in being part of all efforts to preserve and protect these wonderful and clever animals.

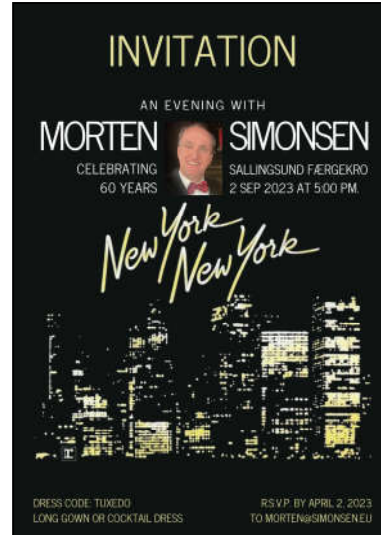
Marianna and Morten sponsored a tracing collar to the matriarch Mabula this year and was part of the exhilarating, nerve wrecking operation to have her parted from the heard, subdued by a vet in a helicopter, the collar fitted to her neck and the awakening afterwards. An operation of 30 min. - now Françoise and team can follow the route of the elephants and the complete heard.



Indiana Simonsen, Marianna and Françoise

Birthday

On April 22 I turned 60. Amazingly and a little unbelievable...



I was celebrated fully over the year. On the day with a big company dinner and in September with a big private party. Theme was Crooner Style. There was a lot of singing also from a professional crooner, so it was exactly as I had my dreams set out the party should be. Unforgettable!



New office

As with the birthday time had come for a needed change. I had my office redecorated by a professional interior designer and it turned out fantastic.

My office is designated Studio 60 of obvious reasons...



It is really nice with a great lounge feel!



Wishing you and your families a merry Xmas and a prosperous and happy 2024. See you next year!

Warmest regards,
Morten Simonsen