

simonsen®



Dynasty Update 2011

December 2011

Dear Readers !

You are all about to read a "special" edition of the annual Dynasty Update, as this will be the very first time an issue has been made by Klaus and I for very obvious but also sad reasons. As most of you are aware our father and founder passed away on the 9th June after a period of illness, however, still quite quickly and naturally as a shock to all of us and all of our friends around the world.

Two weeks prior we also lost our oldest friend, Brian Pickering from New Zealand. He was our agent in NZ from the first year and remained a close family friend since. He was only 66 years old, so very sad weeks indeed.

The preceding months and the rest of 2011 has been adjusting to this new situation, and after working closely together as a family for 27 years on 1st December 2011, this has taken some time for us all. However, we can only praise our dedicated staff and colleagues here in our company for being admirably supportive during the whole process, and with the world-wide tremendous, heartfelt outpour of support and well wishes in the form of letters, flowers and greetings, you all helped our family through. We will never forget and you can all rest assured our father would have been immensely proud!!

In the tumultuous world we live in with crises looming, the EU in turmoil, share market wildly unpredictable, LME softening, our experience this year still shows to prove, that we all as humans have one common goal in life:

To have a good family we can take care of, to have food on the table, a good job and surrounded by good friends and to enjoy life every day. This is a goal for every human no matter where all of us belong in society or culture. Very important to remember for us all when watching the world unfolding.

We sincerely hope you will enjoy the reading again this year. Especially, as this issue is at large a compilation of pictures, articles and jokes already collected and made ready by our father for this issue. And you can rest assured the Update will continue in his spirit, hopefully bringing some relevant information and some good laughs, as to him life was not only work and money but also a lot of other aspects of this beautiful life.

Happy reading!!



Morten Simonsen



In Loving Memory

Private Memorial Ceremonies in South Africa and China

We received the following from our very good friend **Lawrence Anthony** from the Thula Thula Game Reserve in South Africa:

"To honor Jorgen we will be doing a private memorial ceremony here at Thula Thula on Wednesday afternoon June 22nd at 5 pm. It will be a Zulu ceremony at sunset in a beautiful place in the bush and Mabona will be singing. All our thoughts are with you and your dear family in your sorrow."

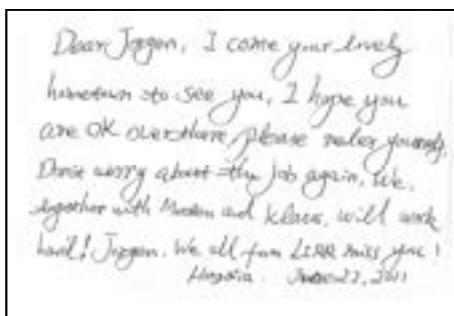
You will recall that we named an elephant after Jorgen. It is a small consolation to us that Jorgen's memory will live on at Thula Thula - "Jorgen our Viking elephant" as he is called by the rangers."

Our good friends in China, **Ruan Bo**, **Zhao Junguo** and **Wang Guimei** arranged a memory meeting on the 29th floor of the Pudong Shangri-La Hotel, where our father used to stay during his many trips to Shanghai.



This memorial service was held at the exact same time as the funeral service took place in Denmark.

Visit from LIRR



Klaus, Morten, Dr. Li Hongxia and Ph.D. Wang Gang

Our close friends from LIRR were quite taken aback by the death of our father. He travelled around in China 17 years ago to find a suitable partner for supply of SIC blocks and was introduced to LIRR. The chemistry was immediately there and from small beginnings and production this relationship developed into a fantastic journey, LIRR/simonsen today being the largest supplier world-wide of SIC blocks and a personal relationship far exceeding any business association.

President Dr. Li and Vice Director Ph.D. Wang Gang were also the very first to pay our office a visit only two weeks after his death to pay their respects to the family and to visit the grave. This visit was obviously difficult but we praise LIRR for this effort and the friendship, which has never faltered and never will.



Copper Bust from China

January this year our father enjoyed the privilege of receiving a bust of himself. Our good associates in China - Sinosteel Shanghai Co. Ltd. and Sinosteel Luoyang Institute of Refractories Research Co. Ltd. (LIRR) had arranged for a bust to be made with a Latin inscription saying:



"Amicitiae nostrae memoriam spero sempiternam fore"

Translated into English this means: "I hope the memory of our friendship will be everlasting". Our father was very proud of this nice gesture and the bust now has its own place in our office.

David Eisma, Trimet, sent this wonderful photo showing our father having a good time enjoying his "Schweinshaxe" during a visit to Essen. "Deftiges Essen" (hearty food) and German beer always made him feel good.



TMS San Diego February 2011

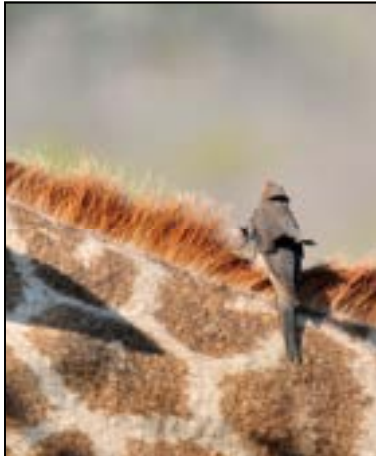


Our father did not participate in this year's conference and as Paul Adkins from AZ China (see the photo) expressed it: "TMS was strangely quiet . . ."

Our 2011 Christmas Card



The Dynasty Update Cover



Oxpecker taking a rest

The photos used this year for our Christmas card, envelope and Dynasty Update cover were all taken by our father during some of his last visits around the world.

The swimming grizzly bear was taken during a visit of our parents to Canada in September 2010 and this year's cover and envelope photos were taken during their very last visit to the Thula Thula Game Reserve in South Africa in October 2010, a very special place for him and all of us.

Tie

This year's tie was chosen by our father earlier this year. We hope you like the colour combination, slightly "African" tone with some aluminium stripes!



The "THAI TIES" are naturally produced in Thailand and this process has not been without complications for the producer with the vast flooding of Thailand in recent months. We are therefore more than pleased to again this year send you our tie, ON TIME...

Envelope 2011



Our family

Everything is still going well and as planned with the kids in our families.



Nikolaj, Frederik and Sara

Sara is still working as a trainee in a local animal and flower park. She will finalize her studies to be a zoo-keeper around March/April of 2012 whereafter she hopes to go and work as a volunteer in a rehabilitation center for various animals in South Africa. Longer-term she hopes to work with the big animals in a zoo.

Frederik will finalize his upper secondary education at the local gymnasium by June of 2012. However, having studied 12 years in a row he has planned to take some time off before starting at the university. He would like to see and experience different parts of the world before continuing his studies.

Nikolaj is now in his eight grade. He was confirmed this spring and we had a big celebration with friends and family. Nikolaj is very interested in music and plays the drums and keyboard at the local music school. He still also has a huge interest in cars. On the sport side he is playing tennis and badminton.

Laura is now in the 9th grade in school where she is doing very well. She is not only a keen but also a very good tennis player. Laura is also very interested in music and plays the violin in an orchestra at the local music school.

Olivia is in the 7th grade and as her sister she is also doing very well in school. In her spare time tennis is also one of her favorite sports. She has now also entered an age where fashion is becoming a more interesting part of her life.



Olivia and Laura together with Dr. Li (LIRR) during a recent visit to China

Our STAFF



On December 13th 2010 **Annalise Søndergaard** started in our finance department as financial assistant. Annalise is 44 years old and she has previously been working at Royal Greenland A/S for many years.

Annalise Søndergaard



As of October 2011 we have employed a new trainee, **Lene Maria Hansen**, who is 31 years old and our first adult trainee in the company. Lene worked for 10 years with Falck (Healthcare, Assistance, Emergency & Training) as an office employee.

Lene Maria Hansen



Our former trainee, Jeppe Romby Larsen, ended his trainee period successfully in August and has now started in his new job in the Customer Service department at DHL Global Forwarding. We hope that Jeppe some day would like to join our industry again.

Company Reorganisation

Due to the very unfortunate and sad situation after the death of our father, we have had to make some changes in our organization. However, as we did already start to enforce the re-organization in the company last year we are only talking about minor changes.

Morten holds the position as the Managing Director of the company. He does most of the travelling to visit clients in order to maintain the close personal relationship with our many clients around the world.

Klaus is the Technical Director of the company. He has now taken over all the technical responsibilities for all our suppliers both in Europe but also in China. Together with Morten he will also be partly involved in sales.

Marianna is our HR Manager.

Lisbeth is now our Financial & IT Manager.



Animal Foundation

A very special item close to our father's heart was animals of all kinds and animal protection. In our company we have therefore for many years been supporting various animals and foundations, the most famous being our PANDA sponsorship of SICA in Chengdu, China, also clear from the logo on our annual ties.

After the death of our father we have decided to make this issue an even more firm commitment and in this light we have created the

JORGEN SIMONSEN FOUNDATION

www.jorgensimonsen.org

Initially, this foundation will be responsible for the various sponsorships but longer-term the aim is to create fundraising for special dedicated courses, so no doubt you might be hearing much more from this org.! It will be a non-profit org. completely separated from the simonsen company and activities.

Suffice to mention it will have a 5 member board, 3 from our family and 2 external members and we are already now excited to be able to inform that we have a very prominent person from wild life conservation committed to the board but will only reveal the members when the org. is completely established.

It is also our goal to have an active homepage and also to display a wide range of beautiful animal pictures taken over many years by our father from his very large library of photos.

Very much in the above SPIRIT our close friends at KUBAL in Sweden made a donation to WWF - World Wide Fund for Nature - in the memory of our father and in his honour. A fantastic and moving gesture and we have the certificate framed on the wall next to his picture.



RTA Award

In October 2010 simonsen/LIRR were invited to the Rio Tinto Supplier Award Ceremony in Shanghai. We were naturally honoured to be part of the very fine group of suppliers invited and to receive this document as shown.



From left: **Dr. Li Hongxia**, President of LIRR, **Ivo Musulin**, Rio Tinto Procurement (Singapore), and **Morten**.

This recognition is now proudly displayed on the wall of our office to be seen and noted every day. We and LIRR find it of highest importance and value to be recognized by the RTA group for our years of efforts to be a strong and productive supplier to the world-wide RTA smelters.



This also shows the very close bond and relationship between LIRR and ourselves and especially as a Danish company and partner to be recognized as a Chinese/ Danish partner to RTA.

The same award naturally had a positive meaning for our other strong and close partners, as we do enjoy the supply of also refractory barrier bricks and insulation boards to RTA.

Tomago Supplier Award



Presenting the finalist diploma at the office.

From left: **Grethe, Hanne, Klaus, Susanne, Morten, Mette, Connie, Birthe, Jeppe, Annalise and Lisbeth.**

In October 2010 we were invited for the Tomago Supplier Award Event and Morten naturally without hesitation accepted the personal invitation.



We were delighted and honoured to be in the final and to achieve this certificate to prove the same. This also now is displayed on our wall to be seen daily and also was a big boost to our employees dealing on daily basis with our friends at Tomago Aluminium Company Pty. Limited.

Morten was naturally also delighted to be recognized as the only supplier and person from overseas for the event but when inviting a Dane for dinner and drinks and live music on a Friday night, no distance is too long!

It is fantastic and admirable to be recognized as a supplier and partner and we can only modestly hope

this will be a further developed strategy, as the power of bringing suppliers close to the smelters is very strong and important. It is also very important to make sure that strong partnerships are secured for long-term mutual benefits.

We have equally been invited for the similar event in 2011 and Morten will again proudly accept the invitation and look forward to the evening.

Australasian Aluminium Smelting Technology Conference

Morten had the pleasure of attending the conference this year in Launceston, Tasmania. It was very nice to have the conference/workshop on the agenda again as being 4 years since the last in Terrigal. It was as always a very nice group and an active session both technically and hospitably.

We were delighted again this year to host the



BRIAN LISTON MEMORIAL GOLF TOURNAMENT

the Sunday preceding the workshop. We had a fun and challenging day on a great golf course.



Morten was also delighted to meet an old friend of the family and a very close friend to our father, **Dave Brodie** (to the left). It had been many years since they last met, so it was great to catch up again.



Morten had the pleasure of meeting his dear friend, **Gordon Wilson** from Tomago (the above photo) during an amusing photo exercise at the hotel.

Gordon was equally kind enough to send us a letter of condolence after our father had passed away where he made a sentence that Morten was allowed to use during his speech to our family and friends, as this sentence indeed does give the perfect portrait of our father:

"Most importantly however, I am sure Jorgen would not want to see anyone sad, but instead, have a drink, be merry, remember the good times and be the 'loudest laughter' in the room!"

In the "preface" (see below) and in the light of the 10th anniversary of the conferences on the last page - in memory of our father - a nice introduction of the "Mashio Twins" was made by the organizing committee. It was very much appreciated and thoughtful.

Morten only hopes that Mashio and he can carry out the task for the future. They have already had their moments with the Karaoke during past conference....



Hydro Supplier Audit

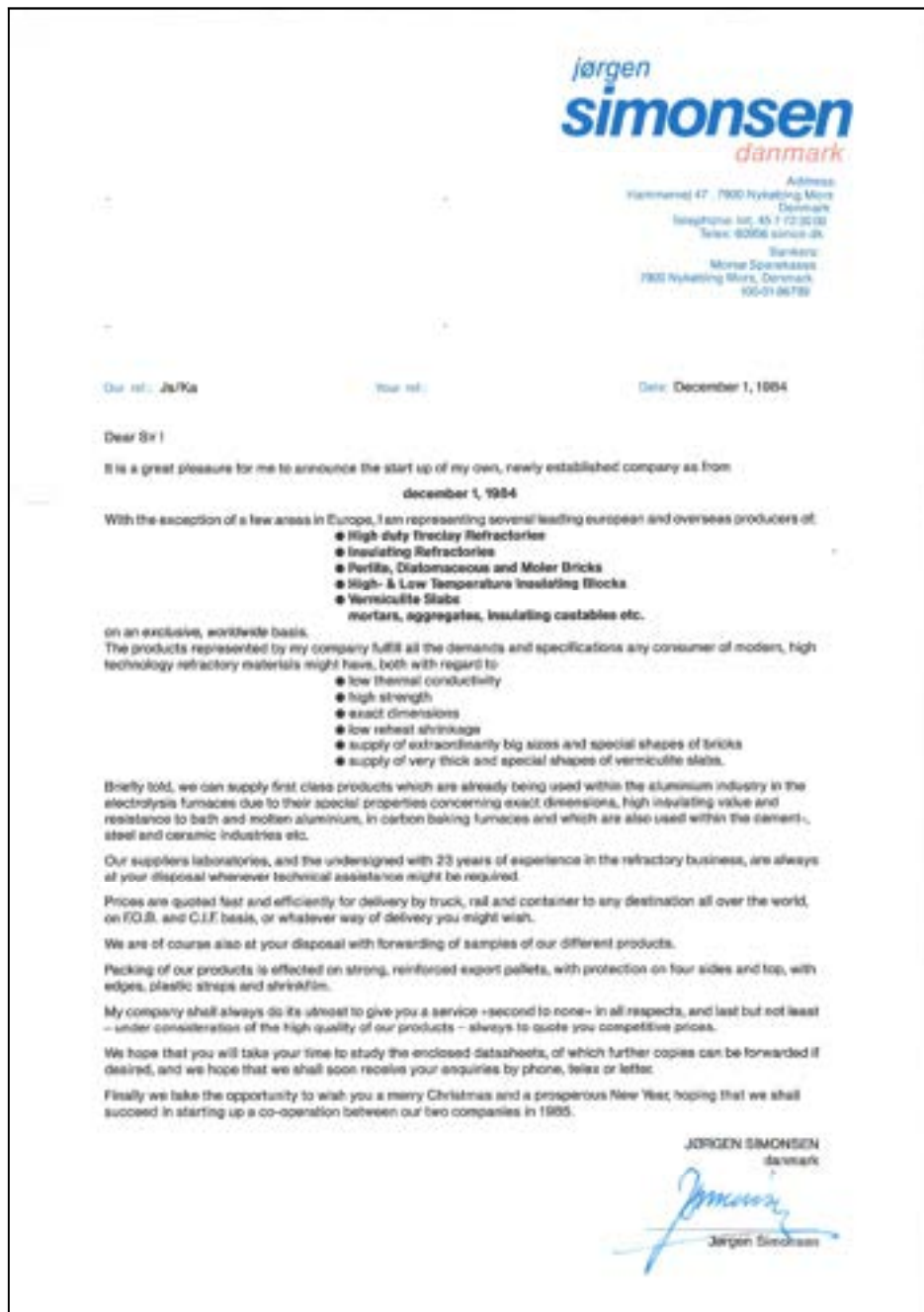
On October 11th, 2011 **Sverre Enger** and **Svein Kåre Sund** from Hydro Aluminium in Norway paid us a visit in our offices in Denmark in order to do an audit of our company. **Jens Broberg**, our internal auditor and board member did also participate in this audit.

During the audit Hydro checked everything from Quality Management to HSE. As we did not experience any major problems in any area we ended up close to maximum score. This means that simonsen a/s is considered an "A" supplier to the Hydro Group.



From left:
Sverre Enger, Svein Kåre Sund (both Hydro), **Klaus** and **Jens Broberg**

Dynasty



Our father started the company on 1st December 1984 by sending the displayed letter to all his friends and contacts from around the world. Now almost 27 years later he can unfortunately no longer be part of this adventure which he started but if you read the content of the letter, the strategy, goals and philosophy are EXACTLY the same today.

Klaus started with our father on 1st December 1984 and Morten joined a few years later and you may rest assured that we will maintain the way of doing business, i.e.

IN A FAMILIAR WAY

Updates



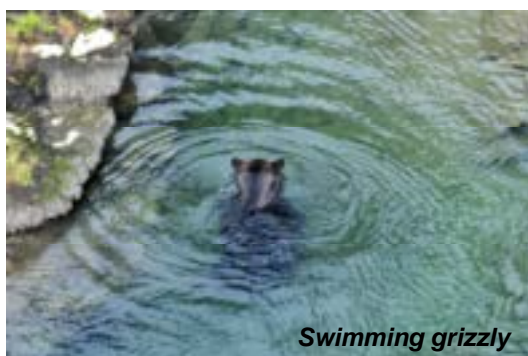
Also the start gradually of the yearly Dynasty Update - we here display the past many issues. Amazingly, does not look like many years, does it!

Canada Visit

September last year our parents made their last big journey together and travelled through mighty Canada from Sept-Îles in the east to Kitimat in the west. It was a fantastic trip, visiting good friends, seeing great scenery and not least the wild-life. Especially seeing the grizzly bear for the first time in the wild was exciting.



Richard Baron



Swimming grizzly

A very good friend, **Richard Baron**, took time to show our parents the scenery in the Quebec region and also discussed the Mériscope Marine Science Centre. Unfortunately, Quebec was in the outskirts of a hurricane and it was therefore not possible to go whale and marine animal watching but nevertheless an exciting visit.

Aluminerie Alouette Inc.

Our father had the pleasure of visiting the impressive smelter Alouette in Sept-Îles and was very kindly welcomed. An interesting visit and we thank you for the time spent with our father.



From left: **Dominic Dubé**, **Dany Levesque** and **Dominique Lapointe**

Kitimat



The beautifully located Rio Tinto Alcan smelter at Kitimat was also visited during the trip to Canada and a few days were spent touring the fantastic nature around Kitimat.



Alison and Steve Tomlinson (Rio Tinto Alcan) and our parents.

Our long term friend Steve Tomlinson and his wife Alison extended a personal invitation to their home for drinks. Our family has known Steve since his days at Alcan Lynemouth many years ago, so it was nice for our father to meet again, as he had been threatening to come for many years exceeding this visit! So absolutely great that they finally made it.

Fantastic views from the heli sight-seeing tour:



The Rocky Mountaineer



Our parents travelled for a long duration with the incredible train through the Rockies and as you can imagine our father took hundreds of great photos.



We will leave this section without any further comments, not really necessary.....



No one believes seniors... Everyone thinks they are senile

An elderly couple was celebrating their sixtieth anniversary. The couple had married as childhood sweethearts and had moved back to their old neighbourhood after they retired. Holding hands, they walked back to their old school. It was not locked, so they entered and found the old desk they'd shared, where Andy had carved "I love you, Sally".

On their way back home, a bag of money fell out of an armoured car, practically landing at their feet. Sally quickly picked it up and not sure what to do with it, they took it home. There, she counted the money—fifty thousand dollars! Andy said, "We've got to give it back". Sally said, "Finders keepers". She put the money back in the bag and hid it up in the attic.

The next day, two police officers were canvassing the neighbourhood looking for the money and knocked on their door. "Pardon me, did either of you find a bag that fell out of an armoured car yesterday?" Sally said, "No". Andy said, "She's lying. She hid it up in the attic. Sally said, "Don't believe him, he's getting senile".

The agents turned to Andy and began to question him. One said: "Tell us the story from the beginning". Andy said, "Well, when Sally and I were walking home from school yesterday....." The first police officer turned to his partner and said, "We're outta here!"

Maybe it's true that life begins at fifty.

But it's then that everything else starts to wear out, fall out or spread out...

What is a grandparent?

Taken from papers written by a class of 8-year olds:

- Grandparents are a lady and a man who have no little children of their own. They like other peoples'.
- Grandparents don't have to do anything except be there when we come to see them... They are so old they shouldn't play hard or run. It is good if they drive us to the shops and give us money.
- When they take us for walks, they slow down past things like pretty leaves and caterpillars.
- They wear glasses and funny underwear and they can take their teeth and gums out.
- Grandparents don't have to be smart.
- They have to answer questions like "Why isn't God married?" and "How come dogs chase cats?"
- When they read to us, they don't skip. They don't mind if we ask for the same story over again.
- It's funny when they bend over; you hear gas leaks and they blame their dog.

A 6-year-old was asked where his grandmother lived. "Oh", he said, "she lives at the airport and when we want her, we just go get her. Then when we're done having her visit, we take her back to the airport".

Thula Thula, South Africa



*From left: **Nikolaj, Frederik, Sanne, Sara, Klaus, our mother and father***

By the middle of 2010 Klaus' family and our parents decided that it had been too long since they had visited the Thula Thula Game Reserve. During October 2010 they met at the Game Reserve and had some fantastic 10 days together. During this time they enjoyed a lot of morning and evening game drives and also had a few bush walks. During their visit they were "surrounded" by two baby rhinos who had been adopted by Thula Thula, as they had been abandoned by their mother. They would later be released into the wilderness of the game reserve.





Together with **Lawrence Anthony**,
Thula Thula, a good friend of our
family



Chinglish



When travelling you so-
metimes come across
notable hotel signs some
of which are not always
easy to comprehend...





Our father's dog Sally is doing very well. She spends most of the time with Monik.
They are inseparable - just like two red cows!



A hunter with his wife and his mother-in-law went on safari in Africa.

After some long walks in the thick jungle, the couple noticed that the mother was missing. At the end of a lengthy search, they found the woman in a clearing, face to face with a lion.

"Oh, what should we do?" asked the terrified wife.

"Not a thing", replied the husband, "the lion got himself into this fix, now let him get himself out of it."

Soccer Match

As a 100% dedicated soccer fan our father decided - more than one year ago - that we should go and see the soccer match between Norway and Denmark which was one of the qualifying games for the European Championship 2012. At the same time he purchased the tickets necessary. As he unfortunately did not make it for the game, the rest of the family decided that we (Morten and Klaus + the kids) in his spirit would go and cheer for the Danish National Team.

Neither of the children had ever before been to a national soccer game at the national stadium in Copenhagen, and it was therefore a great experience for them suddenly to be very close to +40.000 cheering people all - in some way - covered in red, white and blue colors.

It was fantastic to watch the game and especially to feel the friendly atmosphere both before and after the game. The kids really enjoyed the experience and as Nikolaj said afterwards: "I never imagined that there was so much singing going on". He would definitely go to see another game just because of that.

By the way: WE BEAT THE NORWEGIANS 2-0



Morten in the right mood



Frederik and Laura showing their enthusiasm at their first international soccer game



Nikolaj, Morten and Klaus - the Vikings are coming



Frederik, Laura and Nikolaj cheering for the winning team

Mini Management Course

LESSON 1:

A man is getting into the shower just as his wife is finishing up her shower, when the doorbell rings. The wife quickly wraps herself in a towel and runs downstairs.. When she opens the door, there stands Bob, the next-door neighbour..

Before she says a word, Bob says, "I'll give you \$800 to drop that towel".

After thinking for a moment the woman drops her towel and stands naked in front of Bob, after a few seconds Bob hands her \$800 and leaves.

The woman wraps back up in the towel and goes back upstairs. When she gets to the bathroom, her husband asks, "Who was that?" "It was Bob, the next door neighbour", she replies.

"Great", the husband says, "did he say anything about the \$800 he owes me?"

MORAL OF THE STORY: *If you share critical information pertaining to credit and risk with your share holders in time, you may be in a position to prevent avoidable exposure.*

LESSON 2:

A sales representative, an administration clerk and the manager are walking to lunch when they find an antique oil lamp.

They rub it and a Genie comes out. The Genie says, "I'll give each of you just one wish".

"Me first, me first!" says the administration clerk. "I want to be in the Bahamas driving a speedboat without a care in the world". - Puff! She's gone.

"Me next, me next!" says the sales rep. "I want to be in Hawaii relaxing on the beach with my personal masseuse, an endless supply of Piña Coladas and the love of my life". - Puff! He's gone.

"OK, you're up", the Genie says to the manager. The manager says, "I want those two back in the office after lunch".

MORAL OF THE STORY: *Always let your boss have the first say.*

Young son: *Is it true, Dad, I heard that in some parts of Africa a man doesn't know his wife until he marries her?*

Dad: *That happens in most countries, son.*

The Stock Market

It was autumn and the Red Indians asked their New Chief if the winter was going to be cold or mild.

Since he was a Red Indian chief in a modern society, he couldn't tell what the weather was going to be.

Nevertheless, to be on the safe side, he replied to his Tribe that the winter was indeed going to be cold and that the members of the village should collect wood to be prepared.

But also being a practical leader after several days he got an idea. He went to the phone booth, called the National Weather Service and asked: "Is the coming winter going to be cold?"

"It looks like this winter is going to be quite cold indeed", the weather man responded.

So the Chief went back to his people and told them to collect even more wood. A week later he called the National Weather Service again. "Is it going to be a very cold winter?". "Yes", the man at National Weather Service again replied. "It's definitely going to be a very cold winter".

The Chief again went back to his people and ordered them to collect every scrap of wood they could find.

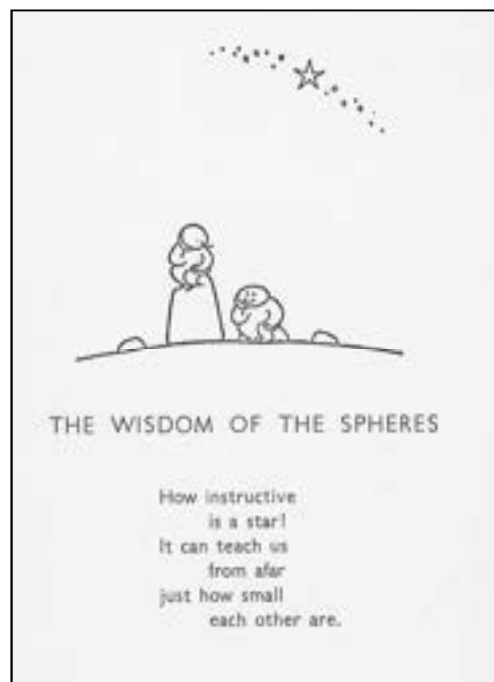
Two weeks later, he called the National Weather Service again. "Are you absolutely sure that the winter is going to be very cold?"

"Absolutely", the man replied. "It's going to be one of the coldest winters ever".

"How can you be so sure?" the Chief asked.

The weatherman replied: "The Red Indians are collecting wood like crazy".

THIS IS HOW STOCK MARKETS WORK !



The Value of a Smile

It costs nothing, but create much.
It enriches those who receive, without impoverishing those you give.
It happens in a flash and the memory of it sometimes last forever.
It creates happiness in the home, fosters good will in a business
and is the countersign of friends.
It is rest to the weary, daylight to the discouraged, sunshine to the sad
and nature's best antidote for trouble.
Yet it cannot be bought, begged, borrowed or stolen
for it is something that is no earthly good to anybody
till it is given away.

Finally, we wish you and your families a happy Christmas and a prosperous 2012.

Warmest regards,



IN A FAMILIAR WAY

