

simonsen®



Dynasty Update 2013

December 2013

Dear Readers !

It is now this time of the year again where we address all our friends and business relations worldwide with our Dynasty Update and I can only as always just note how a full calendar year passes so unbelievably quick. I feel certain this is due to an active and interesting life, running a private business in tough market conditions, to make sure we can survive and strive as business and human beings and I am pleased to note that we seem to manage appropriately.

2013 has in one special way been radically different from our previous 29 years of operating in this industry. By June our partner for 18 years, Burton GmbH, unfortunately had to declare insolvency due to tough market conditions in our industry as well as other segments. All activities and production came to a halt, so we have had a busy mid year to solve all issues with only one priority - to make sure our dear customers/smelters would not feel too much of these problems.

We can only thank you all for your loyal support and understanding in this unprecedented situation.

By August Burton was acquired by the very well-known Refratechnik Group and Burton changed name to Refratechnik Ceramics GmbH, is back in full production and retained all employees and we are proud to announce that we have signed a new global agreement with Refratechnik.

The conditions of the aluminium market have yet again gone through a tough period with a steady too low LME price and the effect is easy to note from reductions in capacity in the western world, focus on energy saving and the forecast seems not to move all too much from this tendency. But still the good news is the steady demand and growth forecast for aluminium - the metal of the future.

On a personal note, I turned 50 in April and I gather that is always a cause for reflection. I must admit it may be hard to comprehend but also a great time of life and both Klaus and I are enjoying our company partnership and with all our dedicated staff and colleagues also enjoying the challenges of the industry and have no plan to go anywhere!

We have strong loyal partners with all our suppliers and friends from Europe and China and look forward to expanding our activities in the years to come.

I wish you a very happy reading and hope you will enjoy!



Morten Simonsen

Christmas Card 2013



The Cover



The photos of this year's Christmas card, cover and envelope were taken by Jorgen back in 2008 and 2009 in Thula Thula and Namibia - some of his favourite places.

Envelope 2013



Our family

Sara finalized her work at the Moholoholo Wildlife Rehabilitation Center in South Africa and during the spring and summer she has been working part time in a local zoo and part time in a kindergarten. As it is difficult to get a job in Denmark within her area, she has taken all the jobs she could get in order to be able to make some money. She is living next door to us, so we still have the pleasure of her company. However, for the future she is still fully committed to work with animals, wherever that may bring her.



Nikolaj, Frederik, Klaus, Sanne and Sara at Thula Thula



Nikolaj, Frederik and Sara

Frederik has ended his one-year-off after finalizing his upper secondary education. He has now started studying geology at the university in Aalborg and this also means that he has had to move to Aalborg. We have been so fortunate that we have found a very nice apartment for him close to the university but also close to the activities he has for his spare time. However, it is a great change not being able to see one of your children every day but then again, Aalborg is only 120 km away. Anyway, he is happy with his new life and really enjoys the university and the people he has to work with.

Nikolaj has started studying basic business at the local gymnasium. He is still very much focused on having something to do with cars when he finalizes his education. It is nice to see that somebody in the family takes their interest from the father. Nikolaj is still playing at the local music school where he plays both keyboard and drums. Right now he is also playing drums in two different bands, so his spare time beside the gymnasium is very full.



Klaus' family dogs begging for more..

Laura is now on her second year at the local gymnasium and is very busy studying. Since she is a very good student, she has been asked to support and to be a back-up for the other students at the "coaching café". This is a place where students meet after school to help and support each other with regard to school projects and homework. Laura is still also very much involved in the local music school where she is on her 10th year of playing the violin. In her spare time she is both tennis trainer and playing tennis on a regular basis. She of course also enjoys the company of her fellow students both at parties at the gymnasium and in the spare time. She expects to study law once finalizing the upper secondary education.

Olivia is now at her final year in school, i.e. 9th grade and is doing very well. Next year she will also start studying at the local gymnasium meaning that she will enjoy one year together with Laura. In her spare time she enjoys playing tennis and to spend some time with all her friends at cafés, where the world situation is being discussed. Olivia still has her part time afternoon job as office girl in our company, so that she can make some money for herself.

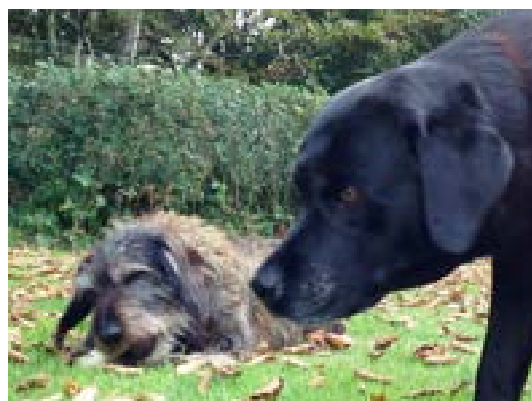


Laura and Olivia



Olivia, Laura and Marianna at Taj Mahal

Sally and **Monik** - the official office pets - are still enjoying life and each other - here on the lawn one fine day in August.



Our STAFF

On August 1st 2013 **Christina Høstgaard Møller** started as our new office trainee. Christina is 20 years of age and already an integrated part of our family and company.



Christina Høstgaard Møller

Maybe you can see the resemblance with Connie? - Yes, indeed she is the oldest daughter of Connie and we are delighted to carry our family traditions.

Celebrating financial year-end

A few years ago **Lisbeth**, our Financial Manager, decided that a party after having finalised our annual accounts would be a good idea. This had been a tradition in her former job and we of course immediately thought that this would be a splendid idea. So it was decided that she should be in charge of this arrangement every first Saturday in February. Ever since we have had the "financial year-end celebration" in both good times and bad times.



Lisbeth - organiser



Greetings from Shanghai!



"Time flies, we soon again will see off to the previous year.

In the past year we have had many activities in our area including "black business" - carbon materials. Thanks to all our friends, we got pretty nice treatment in traditional graphitic items but especially good starting with brand new graphitized products - SIM-G and SIM-GW. It is quite outstanding in such a short term and industry circumstances to have such a progress. I would thank you all for your kind support.

Now we in China have a wide range of black materials and are ready to serve you with quite versatile choices. Together with our manufacturers we will make continuous efforts on product improvement and quality consistency.

Expect to meet you in China in 2014 and wish you a beautiful New Year !

Your friend Ruanbo from Shanghai"

Annual General Meeting

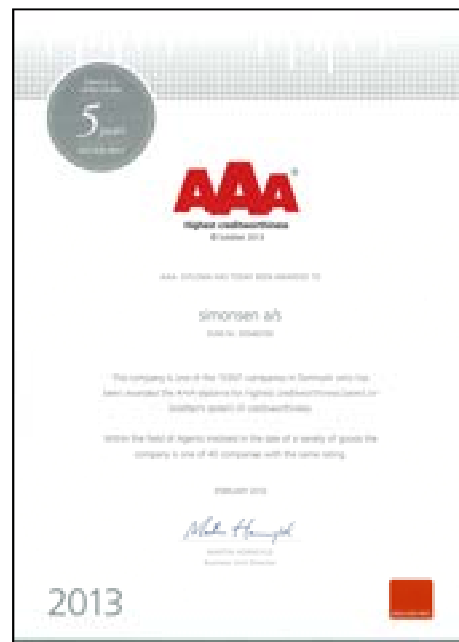
On January 28th 2013 we held our annual general meeting and below you see the board as it looks today:

Klaus, our mother **Tove** (Chairman) and **Morten**.

To the right: Our auditor **Anders Borg** and **Birthe**.



Approval



Having achieved a triple A over 5 years in a row in February 2013 we received this AAA Silver Diploma from Dunn & Bradstreet's Danish affiliate "Soliditet" as a proof of our high creditworthiness.

Visitors

We again this year had the pleasure of welcoming associates and friends from Denmark and abroad. We are always delighted to have visitors to our office and hometown and we look forward to many more in the new year.



Yearly summer visit by our bank, Danske Bank

From left to right:
Anders Borg, Allan Aagaard (Danske Bank), **Morten, Jakob Thingvad Nikolajsen** (Danske Bank) and **Klaus** enjoying outdoor lunch in June

Visit from Shanghai

Connie, Hanne, Birthe, Mette, Lene, Susanne, Annalise, Lisbeth and Maria together with **Ruanbo** during his visit in May where he also gave a lecture on carbon cathode blocks.



To the right:
Ruanbo is trying to play tennis with **Laura** during his visit - always an eye on the ball!



Refratechnik

By August 22nd 2013 The Refratechnik Group acquired the former Burton GmbH company and the new name is now Refratechnik Ceramics GmbH.



On 30th October we were pleased to have a meeting and visit by **Dr. Rainer Gaebel**, Managing Director of Refratechnik Holding GmbH at our offices in Denmark. The occasion was to sign a new long-term exclusive distributor agreement for the sales of our well-known brand of refractory barrier bricks - ALUBAR 1100 - for the primary aluminium industry.

We are honoured to be partners with Refratechnik and delighted that we are able to continue serving our global customers with our high-quality, benchmark refractory bricks.

We will be presenting our new co-operation to all of you during mutual visits by representatives from Refratechnik and ourselves and look forward to hopefully being your partners for many years still to come.

Mineralka

Together with Klaus we visited Mineralka in Austria in April to have discussions among other things regarding continuous optimization of internal logistics between plants and other document management related issues. Present at this meeting were representatives from Mineralka, Austria as well as Slovenia and also from Techno-Physik in Germany.

It is very fruitful to have these meetings with valued partners at the plants and exchange views and we always enjoy the company.

Greetings from Susanne and Hanne

From left: **Aleksander Kos**, **Simon Marolt**, **Daniela Korizek** (all Mineralka), **Ute Hermey**, **Daniel Leberger** (both Techno-Physik) and **Klaus** and **Hanne**



Morten's 50 years birthday

In April this year Morten turned 50 years old. He had a great day with many visitors and friends dropping by and among all the beautiful gifts he was also given a GREEN bicycle.

So to go with the simonsen profile you may certainly note that he will be more than recognisable in the hometown where he uses this green cycle as his daily mode of transport.

The term is not "going green" but "racing green".....



Taxi

We are not only racing green but also driving green when we arrange for transportation by our local taxi company, Dan Taxi.

The owner, Morten, recently acquired the 2014 model of the Mercedes E300 Bluetec Hybrid and he takes care of all our transport needs for airports etc. Some of you may recognize him as the person meeting you at our airports when being guests of ours. Now it will be even more clear to see, as we are pleased to have our company name fully displayed on the car.



Energy Academy

The Danish island Samsø has amassed a great deal of concrete experiences with the implementation of a broad variety of local renewable energy projects from wind turbines to CO2 neutral district heating plants, rapeseed oil tractors and solar energy panels.



This experience can be drawn upon through the Energy Academy on Samsø which is visited by both domestic and foreign research workers and scientists as well as politicians, officials and students from all over the world - to be exact more than 2000 persons annually visit the Academy to lecture on or to learn more about renewable energy.

Maybe an energy conference on Samsø could be interesting in future.

Long time ...



Morten had the great pleasure of visiting ETI Aluminum in Seydisheir in February in connection with the construction of a brand new pot line based on GAMI technology from China. A very nice project where we are happy to be partners with our Chinese producers as suppliers.

Morten was delighted to meet a long-term friend of our family and company, **Ibrahim Ekin**, now the Smelters Manager. They met the very first time close to 25 years ago and it was a pleasure to revisit old friends and to spend time with the very kind people from the plant.

Meeting in Copenhagen

In April we were pleased to be able to meet Dubal who visited Copenhagen on their way back to Dubai and we drove to Copenhagen to take them for some sightseeing during their short stay.

As you will notice from the photo taken in front of the Queen's palace "Amalienborg", the weather was very nice. We had an enjoyable day together with both old and new friends and hopefully Dubal enjoyed the scenery which was quite different to the U.A.E.



Klaus together with Mrs. F. Al Marzouqi and Ibrahim Baggash

Hydro Technical Meeting



In front: Sverre Enger, Pedro Cumbane, Fernando Ramos, Marvin Bugge. Mid row: Ruanbo, Stanislaw Jarek, Eirik Hagen, Eirik Johnsen. In the back: Klaus and Svein Kåre Sund.

This year's technical meeting was held in Höyanger - a beautiful location in Norway, and this time also with the participation of Ruanbo.



ADG

Morten had the pleasure in March again to visit Aluminium of Greece - a very special place as you will clearly see in the photos.



Morten and Ioannis Karnachoritis

Morten, Panos Kastritis, Dr. Voula Vlachou and Michalis Fratzeskos

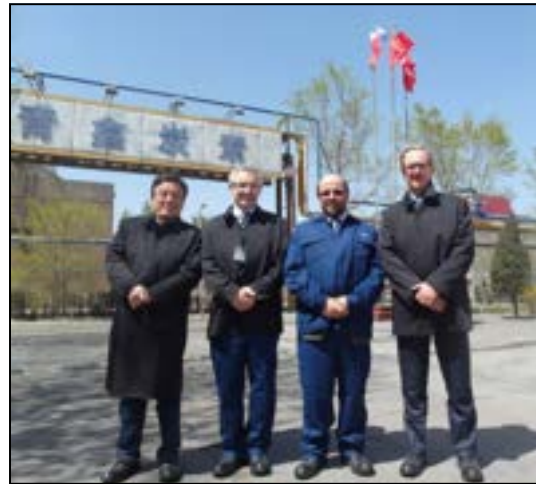
GAD 2013

For the third year in a row *simonsen®* was again the proud sponsor of the Gulf Aluminium Dinner 2013 - part of the Gulf Aluminium Council - and we were pleased to be part of a great evening in Bahrain during which we received a trophy in appreciation of the support of GAC activities.

Proudly we can inform that also next year in Oman we will be sponsors of this fine event being a good chance to meet with friends and leading experts within the industry.



Visit at QXC



Ruanbo, Avgust Sibila and Zlatko Cus (both Talum) together with Morten

In April Morten and Ruanbo had the pleasure of introducing Talum to the production facilities of our partner in China, QXC, and this was an informative visit also leaving a little sightseeing time for our friends on their first visit to China. We all had a very nice time.

Hydro Inspection



Eirik Hagen (Hydro), Huang Zhigang and Li Jie (LIRR), Sverre Enger and Jun Liang (both Hydro)

In October we were pleased to welcome Hydro to the LIRR production facility in China. We have been working very closely with Hydro during the past 15 years with regard to the development of our nitride bonded silicon carbide blocks

- SICATEC 75 - and Hydro has performed several audits and inspections at the plant. During the past years LIRR has again invested a lot of time and money in their production meaning that we today have one of the most modern and largest production facilities.

During this full-day inspection Hydro had the possibility to both see the production but also to discuss all details from Quality Management over Service to HSE with the relevant technical people from LIRR and ourselves. LIRR ended up with a very high score meaning that they also in future will be considered an "A" supplier to the Hydro Group.



Some weeks later in November we also had the great pleasure of welcoming the management of the Hydro Group represented by Hilde Merete Aasheim (Executive Vice President, Primary Metal) and Ellen Jørgensen (Head of Procurement) together with Jun Liang (Sourcing Assistant Asia) and to show them our nitride bonded silicon carbide production at LIRR.

At the same time we also had the possibility to talk about the history of LIRR-simonsen-Hydro. The meeting was set up as a result of the very long and good cooperation, which has existed between us during the past many years.

As LIRR (Luoyang Institute of Refractories Research) is also the largest refractory institute in China, we did also have the time to see their testing center and facilities located in the head office in Luoyang. Both we and LIRR are very honoured that the Hydro Management did decide to pay a visit to both our SIC production facility and our testing center and we really enjoyed the visit.



Linda (LIRR), Ruanbo, Jun Liang (Hydro), Wang Zhanmin (LIRR), Hilde Merete Aasheim (Hydro), Morten, Ellen Jørgensen (Hydro), Klaus, Sanne, Huang Zhigang and Li Jie (both LIRR)

A trip to China

Our trip began in Shanghai where we had a good time together with Ruanbo and Wang Guimei from Sinosteel. We saw a lot of the city - by walk, city sightseeing by bus and by boat in the evening. We saw both the old part and the new part of Shanghai.



From the left: **Susanne, Lisbeth, Ruanbo, Klaus and Wang Guimei** (Sinosteel)

From Shanghai we went to Luoyang together with Klaus and Ruanbo. It was the first time for Lisbeth (our Financial Manager) to visit China and our supplier, LIRR. We enjoyed seeing the plant and being together with the people from LIRR and Hydro as well in connection with the Hydro audit. We also got a little time for sightseeing in Luoyang where Pippo from LIRR showed us the old part of the city.



From the left: **Susanne, Ella and Lisbeth**



One of the days in Shanghai it was Lisbeth's birthday. This day was celebrated the Chinese way with birthday song, birthday noodles for a long and happy life and a birthday cake. It was a good and memorable day!



Last stop on the trip was Beijing where Ella from LIRR showed us the city. In very good weather we saw the Great Wall, The Forbidden City, Tiananmen Square and The Silk Street.

Greetings from Susanne and Lisbeth and thank you all very much for a fantastic trip and a lot of good Chinese food!

Jorgen Simonsen Award Oral English Contest 2013

In September LIRR celebrated the **50th year** since the establishment of the company and arranged several activities to celebrate. One of them was the annual English Contest which is arranged to stimulate the employees' interest in learning English. Morten was proud to be an honoured member of the judging panel and presented this year's Jorgen Simonsen Award to the winners.



Morten and some of the proud winners



Wang Xiaoli, Huang Zhigang and Eric Zhang



Misnomers and Funny Quirks

Peanuts aren't nuts; in fact, they are legumes.

The French poodle originated in Germany.

French fries weren't invented in France but in Belgium.

A jackrabbit is a hare.

A Belgian hare is a rabbit.

Bloodhounds are so named not because of their special ability to smell blood but because they were the first breed of dog with blood or breeding records.

Danish pastries aren't from Denmark but Austria.

Hollandaise sauce is from France.

Great Danes are German.

Venetian blinds come from Japan.

India ink is from China.

Fireflies are beetles.

A titmouse is a bird.

The Canary Islands weren't named after the birds but an extinct race of dogs (from the Latin *canis*) that roamed there. The bird is named after the islands.

Tennis the Slovenian Way

Morten is part of a group of friends who, for many years, have been playing tennis together - naturally on a very professional level, it goes without saying!



Every year they travel to new destinations to play tennis for a long weekend and this year in September they were so fortunate to be able to play at the Ptuj Tennis Club in Slovenia. This was coordinated with our very dear friends of Talum who were so kind as to host a wonderful and fun evening at a great wine estate, serving fantastic local wines and food.

The wives were invited to join the Slovenia visit and all were taken aback by the great hospitality and charm of our Slovenian friends and the country and its people. A first (but not last) visit by Morten's friends and we are very pleased to be long-term partners with Talum and look forward to many more years to come.



Morten together with **Avgust Sibila** and **Zlatko Cus** (both from Talum)

Alu World



During a recent trip to India Morten and Klaus were interviewed by the AICircle Team, which was a very positive experience.

The whole interview can be read at www.AICircle.com in the interview section.



Earlier this year on the same website you could read the following article:

"An unidentified man has found a piece of aluminium that scientists say dates back 300 million years, while lighting a fire in his home in Russia. The piece of aluminium, which is several centimetres long and shaped like a gear tooth, was found stuck to a piece of coal."



Scientists then dated the artifact and also said it could not have been created by nature, causing some to call it evidence of an alien race.

The object was found to be composed of 98% aluminium and 2% magnesium. Aluminium very rarely exists in nature in such purity and the technology required to shape such an object would not be invented on earth until hundreds of millions of years after the date of its supposed manufacture.

Scientists have downplayed the idea while conducting further tests." - What to believe?

Special Occasions 2013

2013 is the **200th year** since the birth of Denmark's world-famous philosopher, Søren Kierkegaard.



Life can only be understood backwards; but it must be lived forwards.
- a Søren Kierkegaard quote



In August The Little Mermaid in Copenhagen turned **100 years** old. This photo shows her back in 2012 when the Chinese President at that time, Mr. Hu Jintao and his wife, as the first Chinese head of state ever paid an official visit to Denmark.

On this photo you see people walking past the Sydney Opera House at sunset on October 20th marking **40 years** since this building, created by the Danish architect Jørn Utzon, was opened in 1973. The Danish Crown Prince Couple attended the anniversary and for the first time held their annual Crown Prince Couple Award Event outside Denmark.



Thai Ties - Two Generations



Jorgen and Rangsan Channiti



Morten and Rungsit Channiti

"The Lowest Tenderer"

Let us once again remember these wise words:

"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)

Panda all over



On this photo from September you see breeders taking care of giant panda cubs inside a crib at Chengdu Research Base of Giant Panda Breeding in Chengdu, China.

Since this amazing facility opened in 1987, its giant panda population has grown from 6 to 128 - including our own adopted panda "**Sica**" who is still doing well!

Jorgen Simonsen Foundation

On June 6th the first general meeting of the Jorgen Simonsen Foundation was held. The foundation now being fully established consists of **Hanne**, **Marianna**, **Morten**, **Birthe** and **Sanne**. We are eagerly looking forward to this very important non-profit work and to establishing the homepage with many photos and interesting topics. We shall let you know when this is up and running.

We will have full attention to not only wildlife but also to using the foundation as a source for local support and sponsorships worldwide meaning a lot to our father Jorgen.



A Visit by Nordkaperen



The in Denmark "world" famous wooden yacht Nordkaperen entered into Danish waters in 2013 - for the first time in more than 33 years. Nordkaperen which is owned by the very famous Danish author and filmmaker Troels Kløvedal has been sailing the seven seas for the past 46 years. The reason for this surprise return to Denmark was the fact that Troels Kløvedal was hired by Danish television to produce a series in which he would be sailing and filming with his crew around Danish waters and one of the first destinations was our local island and city Nykøbing Mors which he visited by the end of May also giving him the opportunity to participate in the annual Shellfish Festival during which only local seafood is served.

The amazing thing is that Nordkaperen was built in Stettin already in 1905 - 7 years before Titanic sank in the Atlantic ocean - and that it is only 58ft long and 11ft wide. The ship has been around the world more than 4 times and the first world-tour was already in 1910-1912 with the first owners. For the years to come it had a somewhat turbulent life with various owners who spent quite some money to keep this old lady up to standard. However, by the mid sixties it ended up in one of the canals in Copenhagen in quite a bad shape and in 1967 Troels Kløvedal bought the yacht.



His basic idea was that the yacht should serve as a possibility firstly for good friends to see the world but later also for people who had an interest in exploring the world to do this in the "old-fashioned" way, i.e. on the sea. During the ownership of Troels Kløvedal the yacht has travelled around the world 3 times and at the same time he has produced more than 10 books and 30 short film movies showing his adventures around the world together with friends and family. As you will notice from the photos, Nordkaperen even 108 years old is kept in an impeccable condition.



A few years ago Troels Kløvedal was - as one of the first persons in more than 150 years - given the acceptance by the Chinese government through the hard work of the Danish Embassy to travel on a private yacht up the Yangtze River. The entire trip which is documented in both a book and a film took him and his crew more than 4000 km up the Yangtze river until they reached the largest hydro-electric power station in the world producing around 14% of the total power output in China.

Denmark on the Prairie

In the village Elk Horn in Iowa half of the people have Danish names like Hansen, Nielsen, Petersen and Rasmussen and you will see the Danish flag on every lamp post. They even have their own King and Queen like in Denmark..

The village was founded in 1901 and now has a population of around 600 American Danes. In 1976 a Danish traditional windmill was imported from Denmark - still functioning - and in the village an Immigrant Museum shows the story of Danish immigrants.



Every year the Danish celebration "Tivoli Fest" is held where traditional Danish dishes are served and the King and Queen of the year are elected.

Crazy Danes or what?

Northeast Passage

The first Chinese cargo vessel has now been in transit through the Northeast Passage (also known as "Bering Strait") named after the famous Danish explorer Vitus J. Bering.



By using this northerly route to Europe from the Far East - instead of routing traditionally through the Suez Canal, you will gain specific cost reductions, i.e. save a lot of time (up to 2 weeks), lower costs and reduce emissions. As global warming opens up more Arctic "shipping lanes", this could present itself as a new era for the global shipping industry.



National Cultural Event



During this year one of our local cultural locations - an old building in Nykøbing which used to be a power station - has gone through a complete restoration. This has been paid for by donations given by local companies having an interest in maintaining a good cultural

life in our area. As we within our families have children who spend a lot of time using these facilities we decided that we would support this work by donating a completely new light and sound equipment also enabling larger concerts to take place.



Over 3 days in August this building also hosted a new national cultural event during which open meetings and discussions took place with persons from various cultural entities such as theater, communication, television, universities, music industry and politicians including the Danish Minister for Culture, who all gave their opinions on how to develop the cultural life in future. As these discussions were open, anyone who had an interest could come and join.



Also various live performances both from theater and music could be enjoyed during these 3 days. The arrangement was such a success that it has already been decided that our island Mors shall host the next cultural event planned for 2014.



Children from all over our island spent a lot of time making these footprints with plastic beads to show the way to the building - 3000 footprints in total!



Life has its own hidden forces which you can only discover by living.

- a Søren Kierkegaard quote

To dare is to lose one's footing momentarily. Not to dare is to lose oneself.

- a Søren Kierkegaard quote



Photo by Jorgen

Finally, we wish you and your families a happy Christmas and a prosperous 2013.

Warmest regards,

Two handwritten signatures in blue ink. The signature on the left is stylized and appears to be 'Jorgen'. The signature on the right is also stylized and appears to be 'Søren Kierkegaard'.

