

HELLO NIPSEA GROUP!



WELCOME NOTE

This year marks an important milestone for NIPSEA Group as we finish 60 years of excellence in the paint and coatings industry. Drawing from our humble roots, NIPSEA Group's global presence is a testament to our steady, strong, and reliable growth.

Much of the successes that we have experienced through the past 6 decades can be attributed to NIPSEA's vision of providing innovative, responsible, and customer-centric solutions and your dedication that inspires us to go beyond. Our second issue of the newsletter is therefore dedicated to celebrating new successes across our customers, products and people.

Within this issue we have curated highlights of projects and community works that have a meaningful impact in humanising the brand and making it more relevant for our customers. Whether it is coating solutions for large scale infrastructure projects, giving support to smaller businesses, or adding more colour to the life of children. We will also take a look at a fresh narrative and corporate video that has been launched in conjunction with NIPSEA Group's 60th anniversary.

Along with sharing amazing stories from Nippon Paint across the region, this issue also gives a look into our Trend Beyond Colours 2022/23 refreshed colour palette, where we explore the influences and trending stories of how we will interact with colours through spatial designs and other creative aspects of life.

We thank you for the overwhelming response that we have received from the first edition of the newsletter and hope this issue inspires you to go beyond and achieve more united successes for the next decade to come.

FOREWORD



'If everyone is moving forward together, then success takes care of itself.'

This powerful excerpt from the legendary Henry Ford accurately encapsulates the spirit that NIPSEA Group has shown since the beginning of the year. As the year of the Tiger unfolds itself, we have a lot of great things and accomplishments to celebrate. New partnerships, new projects, and new products, that will soon come to fruition as a result of the Group's dedication and hard work.

Along with celebrating our achievements, this year also marks the 60th anniversary for NIPSEA Group. Since 1962, NIPSEA Group has been maximising value for our customers through purposeful innovation and customer-centric solutions that have enabled NIPSEA Group to become a market leader in the paint and coatings industry.

On this very special occasion, as I look back on my journey with Nippon Paint, I can deduce that much of the success we have achieved over the last six decades can be attributed to our innovative spirit, our vision to build a sustainable business with a customer-centric approach and our diverse and inclusive work environment that encourages the exchange of ideas.

From the moment my journey at NIPSEA Group began, I have observed how innovation forms a cornerstone for the decision-making process within the group. This includes formulating innovative products that are better for the environment and our customer's overall wellbeing. Some of our illustrious products that embody this innovative mindset include Nippon Paint's Spotless Plus and VirusGuard that provide a coating solution with antibacterial and anti-viral properties, Nippon Paint Mozzie Guard that was developed to provide

protection against Aedes aegypti mosquitoes, Nippon Paint Odourless AirCare that contains Anti-Formaldehyde with Active Carbon Technology to absorb harmful formaldehyde from the air and Nippon Paint Kidz that is aimed to create more healthy and hygienic home environments for children.

Our innovative mindset also extends to our people and talent initiatives where we are introducing digital learning platforms to upskill our teams and our marketing strategies, whether it is building e-commerce platforms to boost sales or leveraging AI technologies to ensure better marketing outputs.

In order to ensure that we are delivering our innovative agenda across all stakeholders, especially our consumers, I was able to put together the concept of Blobby, our mascot, along with a team of other creative individuals. The idea of Blobby, which is essentially a cheerful animated paint drop, was able to humanise the brand and help our customers relate and build emotional connection towards the brand.

Not only has NIPSEA's innovative mindset given birth to new solutions and products, but it has also paved the way for building a more sustainable business. Today, as an organisation we are already introducing low carbon-energy solutions and products that embrace greener technologies, keeping us ahead of the curve. One such example is the launch of our energy saving Nippon Paint Solareflect that is weather resistant and has the capability to reflect solar energy, keeping walls cooler.

Our brand of sustainability, however, extends beyond paint and coatings as we look to build a sustainable business ecosystem – from the people who we engage with to the diverse communities that we support. In fact, the focus at NIPSEA on fostering a diverse

and inclusive workplace has shaped much of our working policies, projects and perspectives, contributing immensely to the success of NIPSEA Group.

In this edition of the newsletter, as we celebrate our glorious 60th anniversary, we are excited to shed light on some of these successes, many of which are owned by you - embodying NIPSEA's business philosophies and visions.



Ms. Gladys Goh
Senior Vice President,
Strategic Innovation
and Marketing,
NIPSEA Group

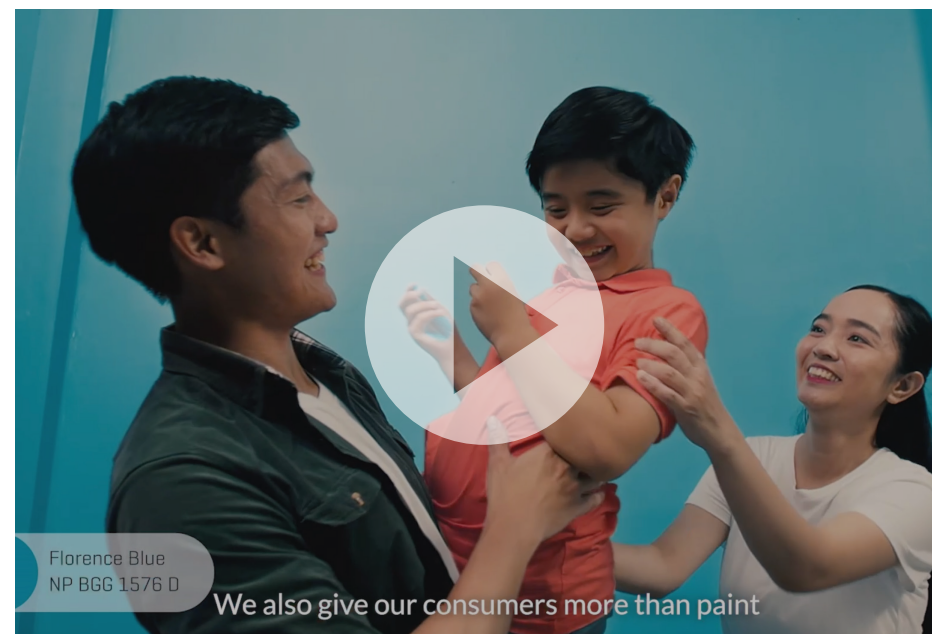
CELEBRATING 60 YEARS OF EXCELLENCE IN THE PAINT AND COATINGS INDUSTRY

Throughout our journey as key players in the paint and coatings industry in Asia Pacific, we have constantly challenged ourselves to push boundaries and see every situation as an opportunity to offer better solutions to our customers and communities alike.

Ever since our establishment, NIPSEA Group has proven that our innovative solutions that respond to the situation at hand, have made us successful because we have always put our customers first. As Steve Jobs once said, “Innovation is the ability to see change as an opportunity, not a threat”, NIPSEA Group has consistently grown beyond paint offerings to include waterproofing, tile adhesive and grouts, silicone and adhesives, lubricants, energy insulation products and new services that directly benefit the customers we serve.

Looking back, it is clear that taking steps such as embracing innovation, expanding our organisation’s portfolio to offer a wider range of products and solutions and empowering our markets to practice their corporate social responsibility, has made us who we are today. Today, NIPSEA Group’s resilience is reflected in

having more than 26,000 employees and 94 factories, operating across 22 locations. To commemorate this auspicious occasion, we have launched our brand new [corporate video](#) to capture how our employees have used their respective skills to develop products that bring visions to life. None of these would have been possible without you and we thank you for all that you have done for NIPSEA Group. The past 60 years have shown how NIPSEA Group has stood the test of time and we can only look forward to what is to come. Truly, we are Inspired by You.



[Watch NIPSEA Group's 2022 Corporate Video.](#)

Humanising the brand through Blobbies and Sumo

For the last 60 years, NIPSEA has gained a reputation as a legacy organisation that provides innovative, responsible and customer-centric solutions for its customers. While much of the Group’s business focuses on providing paint and coating solutions, communicating the Group’s vision and values holds much value for the Group in creating an emotional appeal for the organisation among their stakeholders.

Taking this into consideration, the Group conceptualised an animated paint drop – Blobby—that would act as a mascot for customers and consumers in telling the brand story in a colourful and animated manner. Blobby soon manifested into Sumo and other local mascots that created a better brand recall for Nippon Paint.

Consumers and customers can expect mascots like Blobby and Sumo to provide them relevant product related information, guide them on the best possible paint palette for their homes and other spaces as well as inspire them to live life in a more colourful and creative manner. The mascots also imbibe Nippon Paint’s Japanese roots and values of providing high quality products while being reliable, strong, resilient and steadfast.

Together Blobby and Sumo have been able to create an emotional recall for the brand, and elevate the Group’s function from a paint and coatings solution provider to being a colourful coatings partner for all needs of their customers.



VOICES ACROSS NIPSEA

Paving the Way for Electric Buses on the Streets of Thailand

Recently, there has been a preference towards more environmentally conscious decisions like purchasing electric vehicles (EVs). Responding to this and providing a more sustainable future for the automobile industry in Thailand, Nex Point Plc, an EV bus assembler in Thailand, embarked on the NEX Bus Project with Nippon Paint as their coating solutions partner.

With Nippon Paint Thailand's capability to provide quality local production and strong technical support, the project aims to see an annual production of 3,000 units of electric buses, estimated topcoat consumption of THB 15K per unit and an annual revenue of approximately THB 45 million. Through the market's top-notch professional services like product training and demonstration, fixing issues related to both paint and non-paint application and high quality teamwork, the market will ensure Thailand is on track to have 40,000 electric buses in the country within the decade.



Working closely with Nex Point Plc in the successful delivery of the NEX Bus Project in Thailand.

Providing Superior Paint and Coatings for Luxurious Cars Across Europe

Among [Nippon Paint Automotive Coatings' \(NPAC\)](#) many successes is being a qualified series supplier to BMW through its "IPP Colorpackage". Showing how the team constantly works to gain the trust of their customers, NPAC will now supply the BMW AG Munich plant with its Alpine White colour. Some models that are produced in the Munich plant include the BMW 3 Limousine, BMW M3 Touring and BMW i4.

This year, the plant is said to deliver 3,000 vehicles monthly in the classy colour of Alpine White. As a result of this, NPAC will be supplying 15 tons of its base coats Silvergrey and Alpine White to the plant. In addition, the team has been notified that it will be given two more trials for its colours Portimao Blue and Phytonic Blue, strengthening NPAC's capability to deliver top-notch coatings to their customers.



NPAC's latest customer BMW coated in Alpine White.

Spread Hope and Cheer in Vietnam through a Dedicated and Creative TVC

Reflecting NIPSEA's tagline of being 'Inspired by You', Nippon Paint Vietnam launched the second part of its **"Beautiful Vietnam" TVC** to encapsulate the beauty of Vietnam's landscape and its people. Launched during Independence Day when the country was facing its fourth COVID-19 wave, the TVC was meant to encourage Vietnamese to stay strong during these dark times, and be hopeful for better days to come.

The TVC received more than 8 million views and 40,000 engagements, receiving positive reviews from audiences. The TVC also was viral on Tiktok with 600,000 views in less than 24 hours and ranking #11 in trending videos, with the hashtag #vietnamtravel. The TVC also won first place at the Vietnam Creative Advertising Awards 2021, organised by the Ministry of Culture, Sports & Tourism and Vietnam Advertising Association.



The creative minds behind "Beautiful Vietnam" at the Vietnam Creative Advertising Awards 2021.

Giving Small Businesses in India a Chance to Thrive and Deliver Quality Products

Catering to various customers and projects, Karthik & Co, a Nippon Paint dealer in India has become one of the main suppliers of Nippon Paint. The paint dealer has been working with Nippon Paint for the past 15 years and as a result has been able to live up to its success formula - "Best quality at its premium level with the best service". The paint dealer takes pride in being one of the first to be distributing the brand's products and also products like Nippon Paint Kidz, Weatherbond, Memento and etc.

As seen in the paint dealer's [testimony video](#), Karthik & Co believes in educating their customers on the brand's unique and quality products, allowing them to serve satisfied customers and have more opportunities to collaborate on impactful projects. Highlighting how Nippon Paint stands out from the competition, Karthik & Co's partnership with Nippon Paint has

made the brand the preferred choice among customers, making Karthik & Co the No.1 Nippon Paint distributor in Tamil Nadu.



Mr Dakshinamurthy, Owner, Karthik & Co, leading distributor of Nippon Paint in Tamil Nadu.

Spearheading Impactful Infrastructure Projects in Indonesia

Nippon Paint Indonesia's partnership with its customer PT Wijaya Karya (Persero) Tbk. (WIKA), a company majority-owned by the Indonesian government, saw the market providing coatings for several signature projects. This involved projects such as Jakarta International Stadium, Jakarta Rusunawa (Jakarta Public Rental Flats) and the upcoming Jakarta-Bandung High Speed Rail.

With a heart for the community, the team also worked closely with WIKA to drive a few CSR collaborations such as refurbishing mosque buildings and providing COVID-19 Support. An example of this was Nippon Paint Indonesia collaborating with WIKA to complete 3 towers of Wisma Atlet COVID-19 Emergency Hospital in Kemayoran, Central Jakarta, to cater to more COVID-19 patients. The market was able to contribute to the protection of frontliners by coating the walls with Nippon Paint's Anti-Microbial Silver-Ion, which has antiviral and antibacterial properties, proven to be effective against COVID-19.



A Nippon Paint Indonesia team member transporting the brand's paints to one of WIKA's project sites.

Enhancing Airports in China by Using Nippon Paint's Innovative Products

In recent times, Nippon Paint China was contracted to provide insulation, interior and exterior wall coatings and decoration panels for three airports in China, including Beijing Daxing International Airport, Shanghai Pudong International Airport and Chengdu Tianfu International Airport.

Throughout the execution of the projects, Nippon Paint China put emphasis on areas such as safety, durability and aesthetics. Among the work that was executed for the airports, public health was another area of priority. Hence Nippon Paint China provided anti-mildew and antibacterial coatings for public safety and gave floors a brand new look with epoxy grindstone floors. The market also helped prevent resistance to combustion in parking lots, through the capabilities of inorganic interior wall coatings, ensuring safety for their customers.



New looks for Beijing Daxing International Airport, Shanghai Pudong International Airport and Chengdu Tianfu International Airport managed by Nippon Paint China.

Initiating Conversations on Energy Conservation in Turkey

With lowering carbon emissions becoming an urgent global need, Nippon Paint Turkey recognised that thermal insulation saves up to 50% in energy costs, producing more sustainable energy outcomes. Seeing that there was a need to raise awareness about the same, the market conducted seminars in different cities all over Turkey, named as "Anatolian Meetings – Energy Efficiency and the Future".

Aimed at those who play a key role in specifications and decision-making, the team that carried out the seminars were made up of a Betek representative, economist, climate expert and journalist. The team explained different aspects of how thermal insulation will benefit buildings and the society in the long run. As the sector leader in explaining the correct way to use thermal insulation systems, the market accomplished their goal of completing seminars with 371 key participants in 7 cities, in 2021.



A snapshot from Nippon Paint Turkey's Anatolian Meetings.

Celebrating its 12th Consecutive Year Win as the Favourite Paint Brand in Malaysia

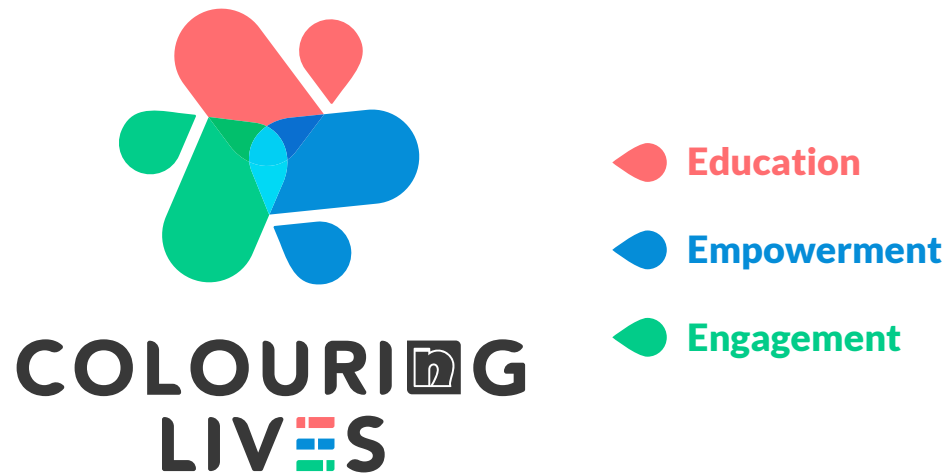
Proving that customers lie deep in the core of its innovation, Nippon Paint Malaysia took home the award as the nation's Favourite Paint Brand at the Putra Brand Awards 2021, for the 12th time in a row. Nippon Paint Malaysia believes that its success is closely linked to its passion to constantly push boundaries through innovative products and solutions.

They believe in ensuring a positive end-to-end consumer journey and have taken steps to develop products and solutions that respond to the situation at hand with products such as Nippon Paint Child Wellness Range and Nippon Paint VirusGuard. Nippon Paint Malaysia also proved that the COVID-19 pandemic was an opportunity to challenge themselves to address the needs of its consumers by working with health and wellness experts to help Malaysians create safer indoor spaces. These steps will ensure the brand is one that will be trusted by customers for the many years to come.



Nippon Paint Malaysia awarded with the prestigious title by consumers.

COLOURING LIVES



As an organisation that believes in upliftment and impact, NIPSEA Group is always looking for ways to empower the communities that the Group operates in.

To encourage markets to drive meaningful campaigns and initiatives in their local communities, NIPSEA Group launched Colouring Lives, its global Corporate Social Responsibility (CSR) program. Based on three CSR pillars namely Education, Empowerment and Engagement, Colouring Lives aims to invest and kindle growth in communities facing socio-economic challenges as well as help achieve the United Nation's Sustainable Development Goals.

Under Colouring Lives, NIPSEA Group has seen its markets enrich several communities, across various regions. This initiative is also in line with NIPSEA's culture of diversity and inclusion that fosters a mindset of collaboration and creating better opportunities of livelihood for all.

Nippon Paint India Automotive Fills Holi with Colour and Hope

Marking the arrival of spring and believing that every colour has its own story, Nippon Paint India Automotive celebrated the Holi Festival 2022 with children from Pragati Wheel School, an education institution devoted to compassionate learning for children from underserved communities.

Along with a cheerful day of frolicking with organic colours and fun events, the team has also made a contribution of INR.100000 to Pragati Wheel School to support their noble cause of bringing education for all. The donation will be used to help the school continue to provide basic education, allowing children from underserved communities to gain an education and find better employment opportunities upon graduation.



Nippon Paint India celebrates Holi 2022 with children from Pragati Wheel School.

Reimagining the future of design through AYDA Awards

Focusing on empowering budding architects and interior designers globally, AYDA Awards is part of Nippon Paint's inclusive business project. The platform has grown since its inception in 2008 and has received more than 47,000 entries from over 1,200 tertiary education institutions and is present across 17 different geographical locations today.

To select the best each year, student participants go through a rigorous selection process to present their ideas at a national level. The winners will then represent their nations on an international level, mentored by a panel of reputable industry professionals.

Further enhancing the skills of the talents, Nippon Paint's collaboration with Harvard University's Graduate School of Design (Harvard GSD) to set up the

Gennosuke Obata Fellowship Fund gives them financial assistance as well as an opportunity to experience education at Harvard GSD. The grand prize international winners will also stand a chance to attend the Design Discovery Program by Harvard University's Graduate School of Design. Through the fellowship, Nippon Paint is also connected to Harvard GSD's alumni around the world to allow future collaborations between Harvard GSD and AYDA.



A student participant proudly presenting her ideas to the crowd.

Fronting Pakistan's Women Painters through Nippon Nisa

The increase in construction industry projects comes hand in hand with the demand for painters. Considering the fact that urban Pakistan's female labour force participation (FLFP) is one of the lowest in the world, [Nippon Paint Pakistan's Nippon Nisa](#) initiative started addressing the situation by training women to empower them to become painters.

In collaboration with Hunar Foundation, the Nippon Nisa initiative identified potential women candidates and gave them training both in class and on-the-job. The impactful initiative saw 8 out of 10 candidates graduating as certified painters in December 2021. Meanwhile, 7 out of the 8 graduates are putting their skills to practice in the field today. Once the women have gained the confidence to land themselves in independent projects, the market hopes that the women will be able to help other women by training new candidates in the future.



Nippon-Nisa champions a new era of empowerment for Pakistan's women painters.

Spreading Joy, Hope and Colour for the Elderly in Hong Kong

For many senior citizens living in elderly care centres, life can seem dull and mundane. Hoping to add cheer to their day, Nippon Paint Hong Kong collaborated with 2 Bliss Studio, a non-profit organisation, to give the walls of the elderly care centres a fresh makeover.

The project involved painting the walls of elderly care centres with bright colours that gave their space a hopeful and cheerful appearance.



The team involved in adding colour to the walls of the elderly care centres in Hong Kong.

Securing Bright Futures Through Art in Malaysia

As believers of holistic education, Nippon Paint Malaysia carried out ArtVenture Art Workshops in 2014, for children and youths from three shelter homes. The program saw renowned artists demonstrating their skills and coaching the participants on how to create captivating art pieces.

The art pieces were then auctioned off at an art exhibition and received a whopping RM395K. The funds raised were directly channelled to 170 children, made accessible to them when they turn 18 years old.

Ensuring they will be equipped for the outside world, a Life Skills & Financial Education program will be carried out before disbursing their funds. Through this, they will have exposure to Financial Education, Microsoft Office Trainings and other value-based sessions, to help them manage their finances and live their lives outside the home.



ArtVenture Art Workshop participants putting their artistic skills to the test to create eye-catching art pieces.

China's Colour, Way of Love Initiative Brings Art to School Walls

Nippon Paint China has been beautifying the walls of 20 schools annually, to improve the learning environment while encouraging students to notice the beauty in their surroundings through its Colour, Way of Love initiative. To date, the market has brightened up 383 primary schools and has allowed students in these provinces to continue broadening their horizons by donating books, crayons and bags to them.

The market also joined hands with China Youth Development Foundation to provide art equipment and tools needed by the schools and carried out professional art training for teachers from cities like Beijing and Shanghai. In addition to that, Colour, Way of Love saw skilled designers and mural artists come together to create captivating murals in schools located in rural areas. Based on the theme of child care and animal protection, 179 murals have been created in the country by 105 mural artists.



An attractive mural painted by artist Tin.G, at a Hope School in Zhijiang County, Hunan Province, China.



TREND BEYOND COLOURS 2022-2023

The past couple of years have seen a monumental shift in human behaviour influenced by unprecedented global happenings. While seemingly uncertain, it has motivated us to start afresh, erase boundaries, break free from shackles of the past and encouraged us to see the world in a brand-new light.

Nippon Paint's Trend Beyond Colours 2022/23 presents a collective theme of RESET, influenced by how we interact with colours through spatial design and other creative aspects of life.

From within, we express an appreciation for nature and wellbeing through the play of colours. In interacting with others, colours inspire us to be mindful and genuine in building meaningful connections.

- **Revive**
Be inspired by the healing power of nature that has positive impacts on our health and the environment.
- **Restore**
Being focused on total wellness of the mind, body and spirit that allows us to take a break from our hectic lifestyle.
- **Reconnect**
Creating spaces that we can share and appreciate with others because we are better together.
- **Reflect**
Seeking spaces and environments where we can practice mindfulness and gather our thoughts.

From healing, soothing, earthy tones, to a contemporary neutral yet dynamic palette, discover how you can **revive, reflect, restore and reconnect** with our Trend Beyond Colours 2022/23. Explore colour trends here.



[Learn more here.](#)



INSPIRED BY YOU - TO KEEP GROWING

As we move forward, we anticipate greater things in store for us. We hope that each and every one of you will continue to be inspired to keep on serving our communities while giving our best to customers.



We'd like to hear from you!

Please scan the QR code on the left to share your thoughts on this edition of the newsletter and what else you would like to hear from us.

For latest business updates, happenings across markets and to hear from our leaders, be a part of the NIPSEA LinkedIn family. Let's connect with each other across NIPSEA and continue to be inspired by each other.



NIPSEA Group | Nippon Paint



www.nipsea.group



© NipseaGroup