



Hello

NIPSEA GROUP

Issue 04
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Welcome Note

Here at NIPSEA Group, we strive to make every employee feel welcomed, loved, and valued. Without you, we will not be where we are today. As such, we dedicate the fourth edition of our newsletter towards fostering a sense of Diversity and Inclusivity (D&I) for all.

To begin the newsletter, Yaw Seng Heng, head of the Malaysia group, will share his thoughts on embracing D&I to enrich our communities and make us a better organisation. We will also feature significant events including the Global Marketing Conference in Türkiye, the LFG Excellence Awards 2022, and other exciting announcements to recognise achievements at NIPSEA.

In a fast-paced world, it can be easy to get caught up in our day-to-day work and miss out on important events happening at

NIPSEA locally and globally. Hence, we will spotlight our NIPSEA teams and employees from different markets that are championing D&I and uplifting local communities.

Our commitment to D&I encompasses employee engagement and cultivating an inclusive company culture that recognises every valuable employee in the workplace. In this newsletter, you will get to hear what NIPSEA leaders and employees have to say about current and future initiatives by NIPSEA.

With that, the newsletter team wishes you an enjoyable read and we look forward to sharing more exciting updates with you.





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**TRUE SUCCESS
LIES IN EMBRACING
OUR INDIVIDUALITY
AND DIVERSITY, AND
LEVERAGING THEM TO
ACHIEVE OUR GOALS**

”

Yaw Seng Heng
**Group Managing Director
Nippon Paint Malaysia Group**

FOREWORD

At NIPSEA Group, diversity and inclusion are not just buzzwords. They are crucial elements of our business strategy, and we are committed to fostering a culture of respect, empathy, and inclusivity from within. We firmly believe that a diverse workforce and an inclusive environment not only bring together unique perspectives and experiences, but also enable us to provide innovative solutions to our stakeholders.

In creating a workplace that is more diverse and inclusive, we strive to ensure that our employees have the best possible experience during every stage of their employment with us. As a long-term strategy for Malaysia Group, our HR team leads the Positive Experience (+EX) initiative, which covers the entire employee life cycle from recruitment to separation.

Diversity and inclusion are critical components of a successful and sustainable business across NIPSEA Group. By prioritising these values, we attract and retain top talents, foster innovation, and drive business growth. We believe that diverse perspectives and experiences enhance our ability to serve stakeholders. I am proud of the progress we have made so far, and I am excited about the future.

On that note, I hope we will all strive towards building a diverse and inclusive culture in NIPSEA Group.

GLOBAL MARKETING CONFERENCE (GMC) 2022 IN TÜRKIYE

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In light of the recent tragedies in Türkiye, we would like to honour those who have shown remarkable strength, resilience, and commitment to our organisation and to each other. Your dedication and unwavering spirit have been an inspiration to us all, and we are deeply grateful for your contributions.



On 21-23 September 2022, we hosted the Global Marketing Conference 2022 in Türkiye by Betek Boya, where we celebrated NIPSEA marketing teams as an essential component in our business operations.

The ingenuity and hard work of our marketing teams play an indispensable role in driving NIPSEA's success, without which our achievements would not have been possible. We thank you for staying strong and for continuing to make a positive impact on NIPSEA's growth.



LFG EXCELLENCE AWARDS 2022

Launched in 2016, the NIPSEA Lean for Growth (LFG) Excellence Awards is an annual competition dedicated to recognising and celebrating entities that demonstrate outstanding contributions towards the growth and expansion of the business. It also encourages teams to proactively think and innovate new methods to solve current market challenges.

The competition recognises two project categories: GROWTH Impact, for commercial excellence, and LEAN Impact, for operational excellence. In addition to the award, the top 10 entries are given the opportunity to present their projects to the Group CEO and Committee.

We are immensely proud of our 2022 winners, who continue to inspire us daily and embody the LFG V.I.T.A.L.S core values surrounding the traits of teamwork, agility, and a focus on Lean principles. The LFG culture is what drives our organisation's strategy towards innovating excellent products and fulfilling customer needs.

Gennosuke Obata, the President of Nippon Paint Holdings in 1924, revived the company from significant management crises, earning him the title of "Pioneer of Reform" of the Nippon Paint Holdings Group.

In 2018, the Gennosuke Obata Fellowship Fund was established by Nippon Paint to provide talented young designers access to world-class design education at Harvard University Graduate School of Design (GSD).

This year's recipient is Petch Peewsook from Bangkok, Thailand, pursuing his Master in Landscape Architecture at Harvard University GSD. He expresses gratitude to Nippon Paint for supporting his dream to be the next generation of design leaders.

"I want to express my sincere gratitude to Nippon Paint for supporting my dream to be the next generation of design leaders today"



GENNOSUKE OBATA FELLOWSHIP FUND

DIVERSITY AND INCLUSION EFFORTS ACROSS NIPSEA

Ushering in the New Year with a heart-warming celebration

At Nippon Paint Singapore, the recent Lunar New Year was celebrated in a festive gathering that brought together team members of all levels from all departments.

From delicious food and drinks to traditional decorations and activities, the team enjoyed each other's company while reflecting on the importance of community, connection, and shared experiences.

We are grateful for the relationships we have built within our team, and we look forward to working together towards our shared goals in the year ahead.



Females who paint for a change and defy stereotypes

The Nippon Nisa initiative by Nippon Paint Pakistan is committed to empowering women by providing professional training to female house painters, challenging gender stereotypes and promoting diversity and inclusion in the workplace.

At Nippon Nisa sessions, trainees have the opportunity to develop their skills within a supportive community, share techniques, and celebrate each other's progress. These women have broken through barriers in a traditionally male-dominated industry, setting an inspiring example for others to follow.

Training programs like Nippon Nisa help women develop their skills and gain valuable experience, creating new opportunities for them in the industry. Nippon Paint is proud to support this initiative and is committed to promoting gender equality and diversity in the workplace.



Colouring the community with care

Recently, Nippon Paint Coatings Philippines organised a team-building activity where the team spent a day painting walls for a local volunteer project using our very own Nippon Paint products. This session allowed them to work together to form bonds and do something good for the community. Seeing the positive impact of their work is not only a great reminder of the importance of coming together to support others, but also to feel connected and inspired to do more for the community.

Rowing together for success

40 employees from Malaysia Group's Technical Service Department - Industrial Used, Auto-Refinish/OEM, and Technical Team participated in an exciting team building event at Port Dickson, Malaysia that featured a range of tasks and activities to challenge and enhance employees' teamwork skills.

Throughout the day, team members from different backgrounds and departments came together to overcome obstacles, celebrate successes, and share their unique strengths. As a result, bonds were strengthened, and a strong sense of camaraderie was built. This event was a great way to improve teamwork and synergy in the workplace, as employees left feeling energised and ready to take on new challenges.





Rolling towards stronger connections: Betek Boya enjoys a game of backgammon

At NIPSEA, we place equal importance on strong work ethics and the ability to unwind and recharge together as a team. Team Betek Boya recently organised a team-building session where employees and leaders were encouraged to participate in a friendly yet competitive game of backgammon.

As they chatted, laughed, strategized, and played, they also formed powerful connections that can be hard to come by at the workplace – connections which are critical for building trust, encouraging collaboration, and fostering a sense of community within NIPSEA.

Extending a warm welcome to the Vital Technical team

Vital Technical, widely known as V-Tech, has been a leading player in the Malaysian market for Sealants, Adhesives, and Fillers (SAF) since its inception in 2002. In early 2021, Nippon Paint Malaysia acquired a majority stake in V-Tech.

V-Tech is now well-positioned to further dominate the SAF market by leveraging their expertise and resources to drive innovation and growth. In addition to their day-to-day operations, the V-Tech team regularly conducts insightful market visits and enjoys participating in team sports.



Market visit to Abdelhi Mahmoud

The Vital Technical team embarked on a market visit to Abdelhi Mahmoud in Sudan, where they conducted a thorough market survey and gathered market intelligence. Through this visit, they were able to gain valuable insights into the local market, identify potential customers and competitors, and explore new opportunities for growth and expansion.



HEAR FROM MALAYSIA GROUP HR GENERAL MANAGER, JASON HO

At NIPSEA Group, we are proud to share our commitment to Diversity and Inclusion (D&I) policies that align with the unique operational and cultural context of each country we operate in. Our focus is to create a D&I framework that supports all important touchpoints in an employee's lifecycle, from recruitment to development and offboarding.

As the HR leader of Nippon Paint Malaysia, I am proud to share our efforts to include more women in leadership by creating equal employment opportunities, and blurring the generational gap in the workplace. We actively refine our policies and develop initiatives that contribute towards the goal of consolidating the strengths of our diverse workforce.

Looking back from when I first joined the company, we have made significant strides in creating a more inclusive work culture. We're empowering the younger generation as they start their careers with our company by letting them bring fresh perspectives and new ideas to drive the business forward.

In 2015, we launched our leadership program where almost half of the participants were women who showed great performance and potential. Through our continuous leadership development program, I am proud to say that today, 40% of our managers are women.

Today, we are proud to be a multi-talented, multi-cultural team of diverse backgrounds, experiences, and expertise working together towards our goals at NIPSEA. Moving forward, we will continue to create a level playing field for all employees, and nurture a diverse workforce that embraces everyone's differences.

Jason Ho

Malaysia Group
HR General Manager



EMBRACING DIVERSITY AND INCLUSION: HEAR FROM OUR FELLOW COLLEAGUES



Cemre Ceren Yalcin (Türkiye)

At NIPSEA Group, the importance of leaders taking the lead in creating inclusive work environments is emphasised, as employees look up to their leaders as role models, and inclusion ultimately leads to the success of the company. The company's corporate culture supports and encourages employees to work together regardless of their positions, which showcases support towards D&I. This practice is also carried out across NIPSEA markets globally, encouraging the exchange of ideas across markets and cultures for business development and personal growth.



Nell Hsu (Taiwan)

Diversity and inclusion (D&I) are essential for creating an inclusive work environment at NIPSEA Group, where employees feel a sense of belonging and support. Leaders play a critical role in creating an inclusive work environment that aligns with the company's values and provides a sense of belonging for employees. For females who aim to make a difference in their organisation, it is important to remain open-minded, listen, learn, and embrace challenges.



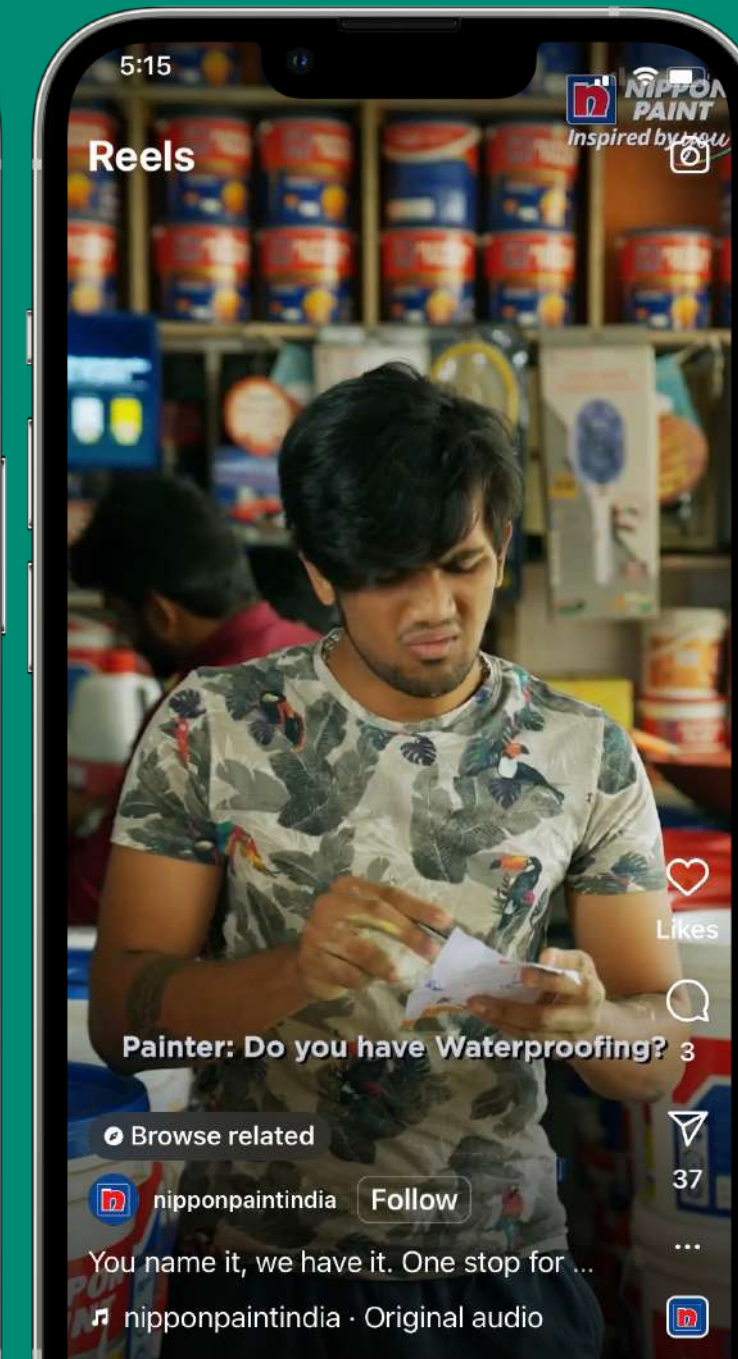
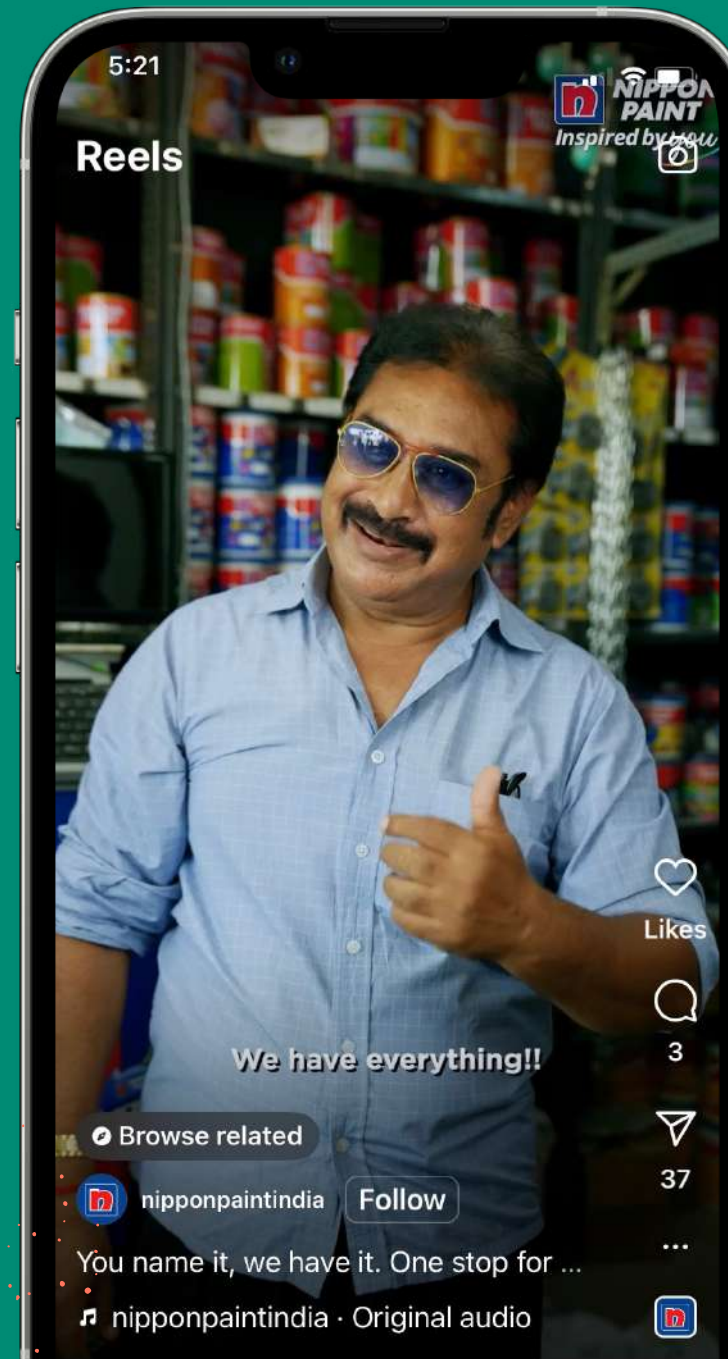
Ali Erisi (Türkiye)

In today's diverse and inclusive workplace, it's important that organisations are increasingly taking steps to ensure that all employees feel respected. At Betek Boya (Türkiye), we have implemented several steps to ensure specific cultural or religious needs are met, leading to a more welcoming and inclusive workplace for all. The benefits of having a diverse and inclusive organisation are enhanced employee engagement, a sense of belonging, increased innovation, deeper trust and commitment, and higher employee retention levels.

MARKET MATTERS

Nippon Paint Magic Paint

To celebrate its 30th anniversary, Nippon Paint China conjured up a new wall solution called Nippon Paint Magic Paint to infuse homes with beauty and inject new vitality into eco-friendly living. Gracing the launch conference with her presence, well-known actress and art space manager, Zhu Zhu, shared her musings on home aesthetics and specially released three limited colours of Nippon Paint Magic Paint, "Orange Sunshine" with lambskin effect, "Azure Coast" with seaweed rock effect, and "White Mist Mountain Stream" with snowflake rock effect.



The expansion of Nippon Paint India

From regular paint, waterproofing paint, to block jointing mortar, Nippon Paint India has gone above and beyond to expand their business offerings to include a variety of paint products. With their recent expansion, they are now a one-stop solution centre for customers looking to fulfil their construction needs.

[WATCH NOW](#)

Celebrating colours globally

International Colour Day 2023 was all about celebrating the diversity of colours around the world, inspired by the diverse and vibrant markets within NIPSEA Group.

On this day, we proudly showcased the colourful creativity of our teams from 20 entities in 18 countries through our colour wheel design project.

[WATCH NOW](#)



AWARDS

Kincentric Best Employers Award

KINCENTRIC

Best Employers

Kincentric has awarded Nippon Paint Holdings Singapore (NPHDSG), NIPSEA Group Technologies (NT), and Nippon Paint Singapore (NPS) as the “Most Engaged Workplace” in Singapore.

The engagement score in Singapore typically averages at 57%, but top-quartile organisations achieve 68% or more in terms of employees displaying "say, stay, and strive" behaviours.

In FY22, NPHDSG, NT, and NPS collectively scored 68%, placing them in the top quartile along with bigger organisations like DBS, Singtel, Great Eastern, CBRE, as well as smaller organisations like Bybit, FM Global, Squarepoint, and Under Armour Inc.

Singapore's Best Employer 2023



Statista's research of over 1,700 Singaporean companies revealed that Nippon Paint Singapore is among the top 250 best employers, with a strong focus on diversity integrated into the company culture over the years.

As a recipient of the Singapore's Best Employer 2023 award, Nippon Paint Singapore takes pride in this recognition and remains dedicated to support and care for employees.



Be part of the newsletter committee!

Have exciting activities or projects to share? We'd love to feature them in the next newsletter.

Scan the QR code below, or reach out to fnianho@nipsea.com.sg to share activities happening in your market! We appreciate your participation in sharing and staying connected with the NIPSEA community.

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**

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