

*The
Berti Jucker
Album*

A Company Profile

1882~1982

A Century of Progress



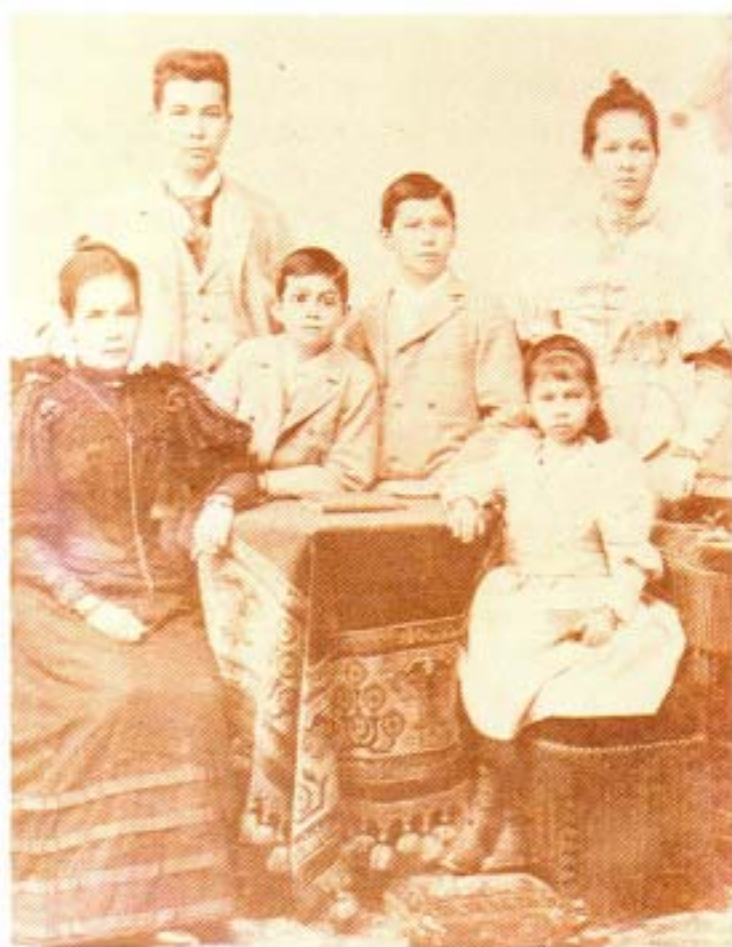
In the early 1900's, Berli Jucker was trading from their riverside office (right) next door to another Swiss firm, Diethelm & Co. Ltd (left)

In 1882, while Bangkok celebrated its Centennial under the leadership of Siam's great monarch, His Majesty King Chulalongkorn, a Swiss merchant, Albert Jucker, who had arrived in Bangkok in 1866 as Manager of a French firm, joined up with his cousin, Henry Sigg, and formed a trading house. It was situated at Kudichin, on the west bank of the Maenam Chao Phraya, then called Santa Cruz Village. The company was known as Jucker & Sigg & Co., general merchants and ship chandlers. Albert Jucker died in Bangkok in 1885.

In 1889, Albert Berli, another Swiss entrepreneur, landed in Siam and after the death of Mr. Jucker, took over Jucker & Sigg & Co. It was, by then, a profitable company, representing European marine insurance principals and owning the Samsen Steam and Rice Mill, the kingdom's largest. A new Company, A. Berli & Co., was established.

In 1901, the late Albert Jucker's sons became partners in the firm. And, when in 1910, his daughter Mary married

Albert Berli, the Berli Jucker dynasty was founded.



After the death of Albert Jucker, his family moved back to Winterthur, Switzerland.

Picture shows Paula Jucker in 1890 with her five children (from left to right) Henry, Edward, Albert, Elizabeth and Mary (later to marry Albert Berli).



Albert Berli, with typical Swiss foresight, saw the potential in selling international products to Thai consumers. He began by introducing leading European brands of tinned milk, cocoa and paper tissues into the marketplace.

During the Pacific war, Albert Berli voluntarily closed his firm. But, in 1946, Berli, Jucker & Co., re-opened their doors with Edward Jucker and Gustav Heitmann as Managing Partners, and Walter Meyer as Assistant Managing Partner.

The new management could see that the future of Berli Jucker was dependant upon the promotion of local industry and the marketing of locally manufactured goods.



As a first step, they decided to buy a soap manufacturing plant. The successful Parrot soap was launched. Rubia Industries was established in 1950 and is now one of Thailand's largest manufacturers of cosmetics, toiletries, confectionery and household products.

In 1952, at the initiative of Berli Jucker, Australian Consolidated Industries Ltd., the leading glass manufacturer in the region, were convinced of the need to locally manufacture bottles for the growing soft drinks, beer and liquor markets. Thus Thai Glass Industries Ltd., was born, the nation's first automatic glass factory.

In 1965, Berli Jucker went public. Today, the Company is a listed Thai limited company with its stock traded at the Securities Exchange of Thailand.

From a small trading house on the west bank of the Chao Phraya River in 1882, Berli Jucker has become one of Thailand's major public companies with consolidated assets of over one billion Baht.

A Company built on Progress



The Berli Jucker story is a long record of pioneering firsts. The first to seriously distribute household products to Thai consumers. The first to see the local potential of glass containers and promote the largest glass plant in S.E. Asia. The first trading company to go public. And the first Thai company to realise the vast potential of the ASEAN arena and establish branch offices throughout the region.

Berli Jucker's foundations are built on a sound company philosophy. They are based on high moral values, the employment of superior human and financial resources, and hard work.

Berli Jucker is determined to steadfastly remain as a leading Thai public company with a keen sense of social, civic and economic responsibility. We believe in being managed by a highly motivated team of objective, well-trained and dynamic personnel who will maintain a sound financial structure, diversified product-mix, a growing record of earnings per share and an appropriate rate of return on investment.



It has been the Company's conviction that we will prosper while helping to improve the standard of living within the Thai community. This conviction prompted the development of the slogan "Making Life Better is Our Business".

Berli Jucker to-day is engaged in such diverse activities as engineering, chemicals, pharmaceuticals, photographic equipment, travel service and consumer products. We are further involved in joint-ventures, exporting and manufacturing.

Top left:

In 1967, H.M. the King graciously awarded a Letter of Appointment to Berli Jucker Co. Ltd., allowing the firm to use the Royal Garuda emblem.

Above:

The picture shows the Lord Chamberlain Dr. Kalaya Israsena Na Ayudhya presenting Mr. Edward Jucker, then the chairman of the Board of Directors, with the Royal Letter of Appointment.

Page 2 Top:

Bangkok at the end of the last Century.

Below:

Many Consumer products are manufactured at the Rubia Industries Ltd.'s factory in Bangkok.

A Company built on Diversification: People



Albert Jucker

The key to the Company's success has been the ability to diversify, and adapt to the needs of Thailand's growing economy.

Part of adapting is to get the right people to work with us as partners, technicians, marketing experts and financiers.

Berli Jucker has always been a people company.

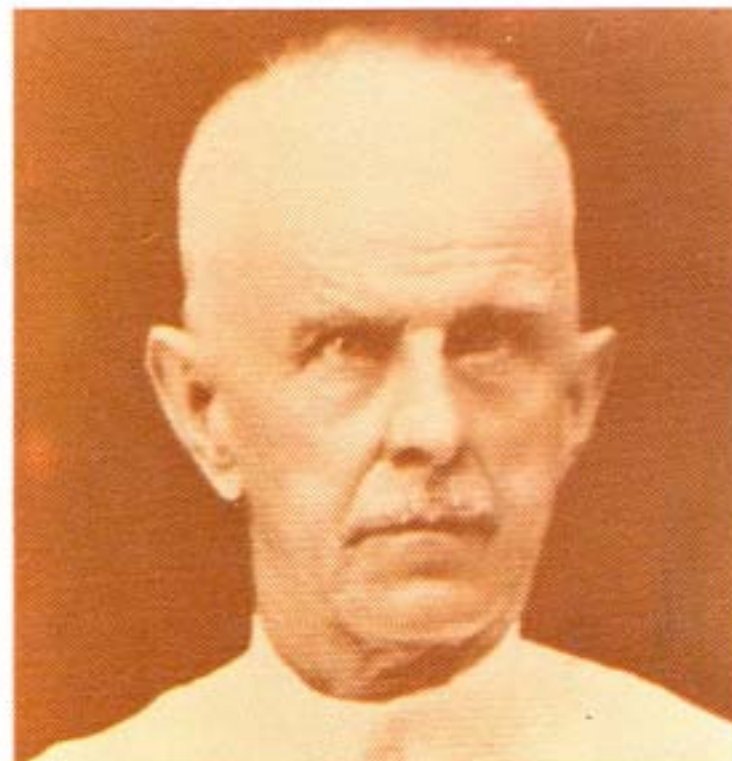
It was Albert Jucker who, as a pioneer of Thailand's trade with Italy, was appointed Honorary Consul of Italy in 1885 and decorated by the King of Italy, Umberto I, with the order of Cavaliere.

It was Albert Berli's pioneering spirit that led to his honorary appointment as secretary of the Bangkok Tramways Company in 1896.

It was Edward Jucker's personal initiative that expanded the company's interests into rural Thailand, opening a branch in Southern Thailand in the early 1900's.

It was Gustav Heitmann's and Walter Meyer's enthusiasm and foresight that led to Berli Jucker's involvement in soap and glass in 1950 and 1952.

This entrepreneurial spirit of those early days still prevails. Employing over 1000 people, Berli Jucker's expertise covers a diverse area of specialization including engineering, pharmaceutical



Albert Berli

detailing, market research, inbound tours, fragrances and photographic chemistry, just to name a few.

Edward Jucker took over as the firm's first Chairman of the Board of Directors when it became a public Limited Company in 1965. He was followed by the two postwar pioneers, Gustav Heitmann in 1969 and the present Chairman, Walter Meyer in 1980.

The Company's Chief Executive and President, Joseph Kronenberg, joined the firm in 1948 and now manages Berli Jucker Co. Ltd. with the help of three Executive Vice Presidents, Edgar Rodel (joined 1952), Dr. Som Jatusipitak (joined 1962) and Volker Fischer (joined 1963). Assisting the Board of Management are six senior Vice Presidents and six Vice Presidents, who supervise the firm's 10 Divisions, while each of the Associated Companies is controlled by a Managing Director. Each of these Executives is well trained in his particular field of business.

Berli Jucker, very much a people-diversification company.

A Company built on Diversification: Products

Consumer Products



Our Consumer Products Division is one of Thailand's leading distributors and marketers of food, stationery lines, toiletries and durable goods.

Following various stages of expansion in the early 1970's, our Consumer Products Division has grown by an average of 25% annually.

Our wide range of products includes our own brands of soap, Parrot, Rossette and Horm Nual, and Dial, a licensed soap from Armour Inter'l, U.S.A.. We also represent other well-known household brands, such as SUGUS and Trebor confectionery, Staedtler, Geha and UHU Stationery products, UFC and Safcol canned foods, Crown glassware and tableware, Mistral fans and Osram lighting fixtures. Our latest project is the development of the snack food business under the name of Siam Snack Co. Ltd. This is a Berli Jucker and Pepsico Foods International joint venture company.

The Consumer Products Division consists of four marketing Departments. They are:

1. Personal care products.
2. Consumer durables.
3. Confectionery and canned foods.
4. Snack foods.

Cosmetics



Berli Jucker long ago recognised the potential of locally manufactured cosmetics and toiletries. We understood the need to market world famous brands such as Yardley, Faberge and 4711 at competitive prices to beauty conscious Thai consumers.

Today, our cosmetics division markets Yardley, Faberge, 4711 and Juvena cosmetics and toiletries as well as Nemectron skin care equipment.

Top left:

A wide range of products marketed by our Consumer Products Division are visible in small corner shops and supermarkets alike.

Above:

The Cosmetics Division represents many well-known international toiletries brands.

Glass Products



Thailand's first glass furnace was opened in 1953, with a capacity of 50 tons. Today, Thai Glass Industries Ltd. operates 3 furnaces with a capacity of 480 tons per day, and is the largest glass plant in Southeast Asia.

Thai Glass Industries, whom this Division represents, is the country's biggest supplier of bottles to the soft drink, beer and liquor industries.

It also produces pharmaceutical bottles, both amber and flint, in a complete range of standard sizes.

The food industry depends upon this division for their glass containers too. This is so that jams, preserved fruit and vegetables, and liquid foods are presented at their best at point-of-purchase.

Under the Crown brand, Thai Glass Industries also produce a range of household glassware, including tumblers, dessert dishes, bowls and plates.

Above:

Among the wide range of products produced by Thai Glass Industries Ltd. are pharmaceutical bottles which are distributed by our Glass Products Division. They can be seen in both rural and urban areas.

Industrial Products



The Industrial Products Division supplies various products for Thailand's growing industries.

It markets dyestuffs and textile auxiliaries from Sandoz Ltd., Switzerland, Freon refrigerants from E.I. Du Pont de Nemours & Co. (Inc.) U.S.A., chemicals from Rohm & Haas, U.S.A., fragrances and food flavours from Dragoco, Germany, to mention only a few.

Above:

The bulk storage facility for Freon refrigerants, supplied by E.I. Du Pont de Nemours & Co., Inc., U.S.A. comes under the responsibility of the Industrial Products Division.

Medical Products



This division consists of 4 separate departments:

- Pharmaceutical products
- Hospital products
- Laboratory products
- Polaroid Photographic products

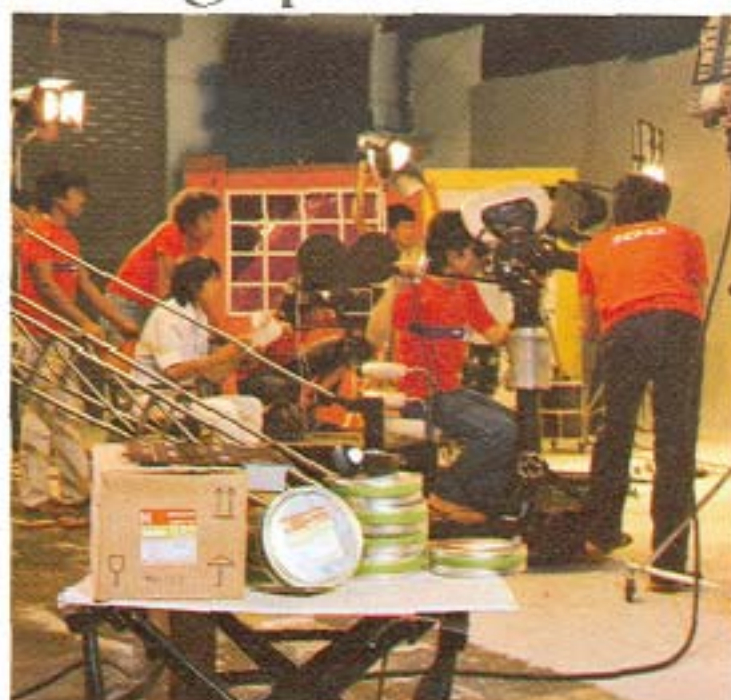
Our Pharmaceutical Department handles a wide range of well known pharmaceutical specialities for all kinds of medical treatment. The latest acquisition which comes under this department is the distributorship of Infant Powdered Milk from Holland.

Berli Jucker is proud to be among the top five distributors of medical products in Thailand. Most of the hospital products are produced by well-known manufacturers and are imported from Europe and the U.S.A.

Berli Jucker is a pioneer in the supply of laboratory reagents and an important supplier of scientific instruments in Thailand. These products are promoted to hospital laboratories, universities, food and cosmetic manufacturers, pharmaceutical factories, and producers of electronic components.

Since the application of Polaroid products is not solely limited to amateurs, but, extends into medical, industrial, security and other related fields, the Polaroid Department has been integrated into our Medical Products Division.

Photographic Products



Berli Jucker is the sole distributor for all Agfa-Gevaert photo products.

Four departments come under this division:

- Photo consumer
- Photo professionals
- Technical I
- Technical II

Our Photo Professionals Products Department supplies professional photographers with paper, chemicals and darkroom equipment.

Our Technical Products I Department is involved with the printing industry. It supplies technical cameras, films, chemicals and processors. We also supply X-ray products for hospitals and industrial purposes.

Our Technical Products II Department is the major supplier of film to the movie industry. It also covers a nationwide distribution network of office equipment.

Our Photo Consumer Department markets and sells cameras, accessories and various types of amateur films throughout the country.

Top left:
The Medical Products Division introduced a new infant powdered milk, NUTRICIA B.V. from Holland, to the market in early 1982. Development with similar product lines can be expected in 1983.

Above:
Agfa-Gevaert is a major supplier of film to the Thai movie industry. There is also a growing amateur market for Agfa films and cameras. The picture shows a film in the making with Agfa.

Special Projects



This Division, in co-operation with foreign principals, provides highly qualified services and consultants for projects in both the public and private sectors. These services are many and varied. They can consist of government relations, feasibility studies, design work and the supply of machinery and equipment.

Our Special Projects Division was recently involved in the following public sector projects:

- The Royal Thai Navy Prachulachomklao Dockyard
- The Narasuan Dam
- The Chiew Larn Dam and Power Station.

And in the private sector:

- Thai Pioneer Enterprise (Tin Smelter.)
- United Srichai Chemicals (Caustic Soda Sodium Hypochlorite Plants.)

Above:

We represented the Thai-German Dockyard Constructors joint-venture in the development of the Royal Thai Navy Prachulachomklao Dockyard.

Top right:

The gas turbines at the Bang Pakong Power Plant were installed by Kraftwerk Union A. G. of West Germany, one of our major suppliers.

Engineering



Established in 1947, the Engineering Division consists of three departments: Electrical, Mechanical and Industrial. Our products and services cover a broad spectrum of engineering, from the design, assembly and installation of turnkey projects, such as the Mahboonkrong grain silo, to personnel training and after sales service.

Our electrical projects include the supply of hydro generators at Ubol Ratana Dam and Bhumiphol Dam, as well as gas turbines at the South Bangkok Thermal Power Plant and Bang Pakong Power Plant.

The Division has supplied switchgear to ESCAP and IFCT buildings, and new projects include the new Shell Building, the Bangkok Christian Hospital extension and the Hilton Hotel.

Today, our workshop at Soi 42 Sukhumvit is fully equipped to assemble switchboards.

Our Mechanical Department offers expert consultation at every stage of construction. It is also a major supplier of boilers.

Our Industrial Department supplies factory electronic scales, testing equipment, many kinds of material handling equipment and racking systems.

Nowadays, our Engineering Division is one of Thailand's leading importers and consultants in the field.

Corporate Development



Berli Jucker is a growth company and is concentrating on the development of its corporate services, both in Thailand and overseas. Specific emphasis has been placed on:

1. The continued search for compatible new business ventures at home and abroad. These must compliment present commitments and be within the scope of the Company's established expansion and diversification plan.
2. The management and development of the Marketing Research Centre. This will ensure that marketing information and economic data requested by the operating divisions is thorough and useful.

Finance and Accounting



The Finance and Accounting Division is responsible for all Financial and Accounting matters, EDP and Shipping.

A centralised accounting system is in operation and handles all activities of Berli Jucker Co. Ltd. and its subsidiary companies.

Legal matters, taxation, financial statements, annual profit plans, budgets and regular internal management reports all come under this Division.

Distribution



Berli Jucker has a solid distribution network all over Thailand. Its consumer products, engineering and mechanical equipment, photographic equipment, pharmaceutical and medical supplies can thus be seen throughout the Kingdom.

Top left:

Market Research plays an important part in the planning and development of both established and new products. Field workers interview consumers in all walks of life.

Bottom left:

The Finance and Accounting procedures of the Group have been streamlined with the help of computerized systems.

Above:

One of our Consumer Products Division vans in Sukothai, Thailand's old capital, while making its rounds of the northern provinces.

A Company built on Growth

In 1882 Mr. Jucker planted the seeds of Berli Jucker by setting up Jucker & Sigg & Co. on the west bank of the Chao Phraya River. One hundred years later, Berli Jucker is now one of Thailand's major public companies, with consolidated assets of nearly 1 billion Baht.

Berli Jucker is a leading holding company with investments in other major companies.

They are:

a. Majority-Owned Companies:

- Rubia Industries Ltd. (99%)
- Montana Company Limited (99%)
- Berli Jucker (Singapore) Pte. Ltd. (100%)
- Siam Snack Co., Ltd. (51%)

b. Minority-Owned Companies:

- Pacific Leisure (Thailand) Ltd. (49%)
- Baune Adjusters & Surveyors Ltd. (41%)

- Thai Tallow and Oil Co., Ltd. (30%)
- Alaska Milk Industry Ltd. Phranakorn Milk Industry Ltd. and Central Foods (Thailand) Ltd. (22.83%, 22.83%, and 51% respectively)
- Thai Glass Industries Ltd. (20%)
- The Guardian Assurance Co. (Thailand) Ltd. (16%)
- Thai-Scott Paper Co., Ltd. (10%)
- The Borneo Co. (Brokers) Ltd. (10%)

Since Berli Jucker became a limited company in 1965, its annual sales have grown from 237 million Baht to 1.7 billion Baht in 1982. We shall endeavour to match or better this impressive growth rate in the years to come.



A Company built on World Trade



Way back in 1914, Albert Berli could see the potential of regional and international trade, and established a European office in Zurich. In 1915, A. Berli & Co. branched out further to Saigon and Singapore. Correspondence offices in London and Rio de Janeiro were set up to facilitate the growing rubber export trade. However, all these offices were closed down after World War I.

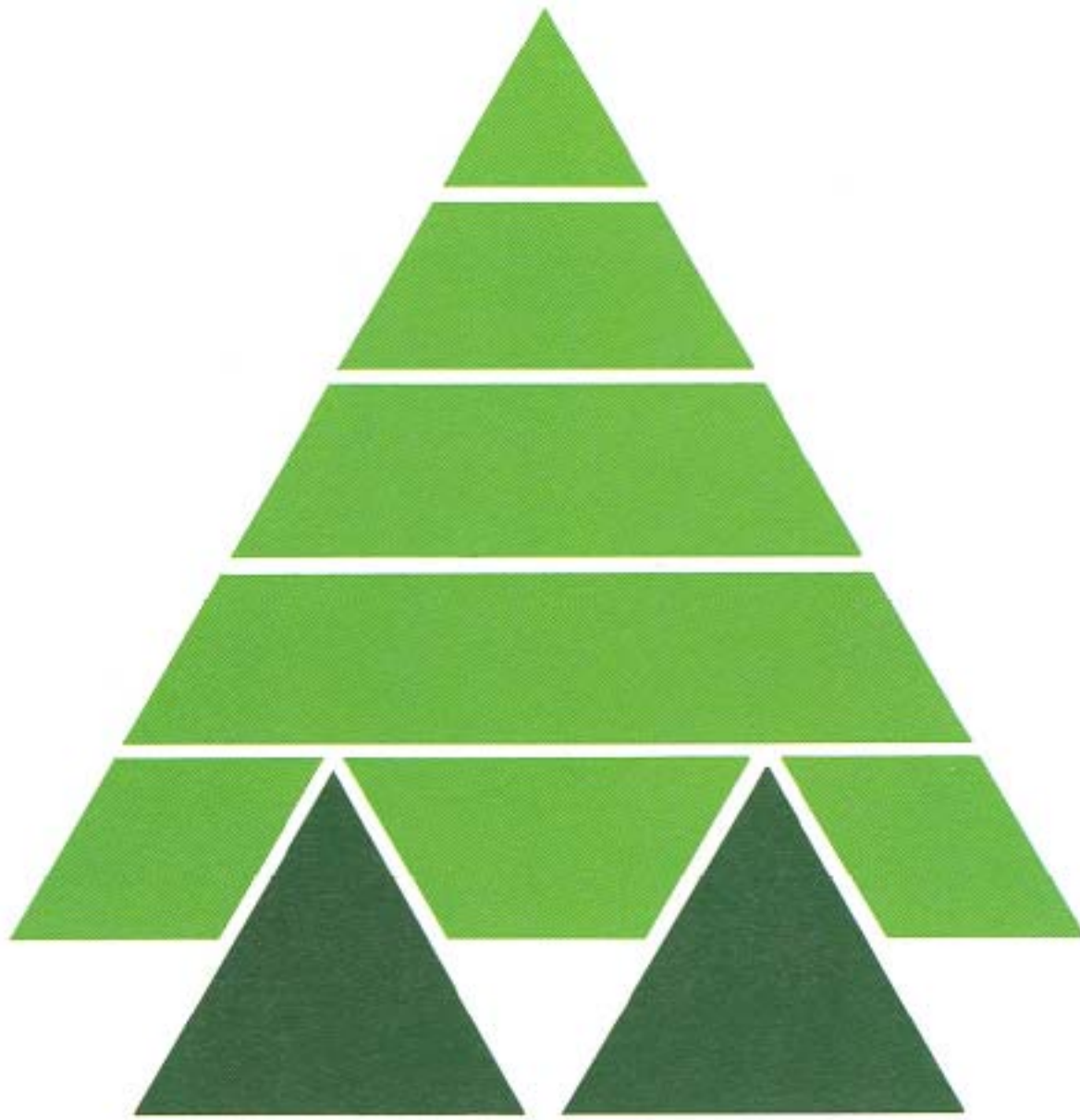
In 1978, Berli Jucker purchased a soap and cosmetic factory in Singapore, and has since expanded its activities to general trading and importing Thai products. Berli Jucker (Singapore) Pte. Ltd. has also participated in joint ventures in the Philippines and Indonesia for the manufacture of soap and cosmetics. Engineering projects are now on the drawing board, and we have a joint venture project in Malaysia.

Berli Jucker import, distribute, and manufacture in Thailand for leading international companies. Confectionery from the UK, chocolates from Switzerland, engineering equipment from the USA, cosmetics and toiletries from Germany. Berli Jucker, a company built on world trade.

Above:

In 1978, Berli Jucker began its expansion into ASEAN by opening a branch office in Singapore.

The Future: Into the second century with optimism



We have come a long way from our modest beginnings in Kudichin on the west bank of the Chao Phraya River. In 1882 we were general merchants and ship chandlers.

Today we are a leading Thai public company with more than a billion Baht business that is broadly based.

We have spread our wings across the entire ASEAN region. We plan to resume trading in Burma shortly, and we are setting our sights on other Asian countries.

Our new logo, shown above, represents the tree which has its roots in the Berli and Jucker families, and the growth that Berli Jucker has achieved over the last 100 years.

Berli Jucker shall continue to develop and promote local industry in the ASEAN region. We shall continue to grow as a leading Thai public company with a keen sense of social, civic and economic responsibility.

Our objectives remain as before. We shall continue to explore new markets to help develop our business. And we shall strive for a better quality of life for one and all.

