



Jason Marine lands Singapore Prestige Brand Award for 3rd year running

- ◆ One of only 11 firms lauded as a Heritage Brand - Award affirms how the Group's branding strategy has successfully set it apart
- ◆ Win for the third year running validates continued efforts in building a trusted brand known in the marine electronics sector for its capabilities and service quality

SINGAPORE ◆ 14 December 2012

Jason Electronics (Pte) Ltd Singapore, a wholly-owned subsidiary of Jason Marine Group Limited (Jason Marine, the Group or 日升海事集团), a leading marine electronics systems integrator and support services provider in Asia, has been named as one of the Republic's Heritage Brands for the third year in a row, in the Singapore Prestige Brand Award (SPBA) for 2012.

Under the Heritage Brands category, the SPBA pays homage to home-grown companies that have embraced outstanding brand practices coherently and consistently for more than three decades. Jason Marine will join an exclusive list of only 11 local companies to be recognised this year in this category, which offers tribute to how effectively they have managed their development and performance, brand heritage and identity, and strategic blueprint.

The award underscores the Group's abiding commitment to distinguishing itself in the industry by upholding the highest service standards and continually enhancing its engineering and operational capabilities. This concerted strategy to invest in initiatives on these fronts has served it well during its 34-year history, enabling it to build a brand recognised across the region for its competence, reliability and quality.

The Group's Executive Chairman, Mr Joseph Foo (符昭德), said: "We are deeply honoured that the SPBA has recognised our pursuit of excellence in building our brand and deemed our achievements worthy of acknowledgement once more. For Jason Marine, creating and sustaining a strong brand is more than a means to an end - The journey



towards that goal is just as crucial because of the values that it inculcates across the Group and the discipline that it imposes at all levels.

That mindset and that commitment have allowed us to clearly differentiate ourselves from other players in what is an extremely competitive and fragmented sector, driving our push to build brand equity by continually upgrading our capabilities and improving the quality of our services. These strengths have helped create a name that we are proud of and that customers turn to when they need a partner they can trust to execute projects efficiently and conscientiously.”

Noting the vital role that cohesive branding practices have played in the Group’s emergence as a valued industry partner, Mr Foo said: “Jason Marine has reaped benefits from the brand equity we have accumulated over the years. The strength of our brand has enabled us to make successful strides overseas and align ourselves with strategic partners whose businesses and capabilities complement and enhance our own.

Winning the Heritage Brand Award for the third year running validates the Group’s efforts on these fronts and will prove invaluable in enhancing Jason Marine’s standing as a world-class player in the marine electronics industry.”

ABOUT THE COMPANY

www.jason.com.sg ♦ SGX Catalist listing: October 2009

Jason Marine Group Limited (JMG or the Group) is a leading marine electronics systems integrator and support services provider with a global customer base. An expert in marine communication, navigation and automation systems, the Group offers one-stop solutions that span design, supply, integration, installation, testing, commissioning and maintenance. JMG also resells satellite airtime services to complement its communications business.

The Group carries a wide variety of supplies from renowned manufacturers, such as Raytheon Anschütz and Cobham Satcom. The Group’s track record of consistently delivering on schedule has anchored its position as one of the leading players in the industry.

Established in 1976, the Group has forged strong relationships with a global customer base from the marine and offshore oil and gas (O&G) industries. Headquartered in Singapore, JMG has since expanded into Indonesia, Malaysia, the PRC, Thailand and South Korea. Its growing presence in key shipbuilding markets in North Asia enables it to move in quickly to win new business.



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Other media releases on the company can be accessed at www.jason.com.sg or www.oaktreadvisers.com

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