

LEEDEN

insight

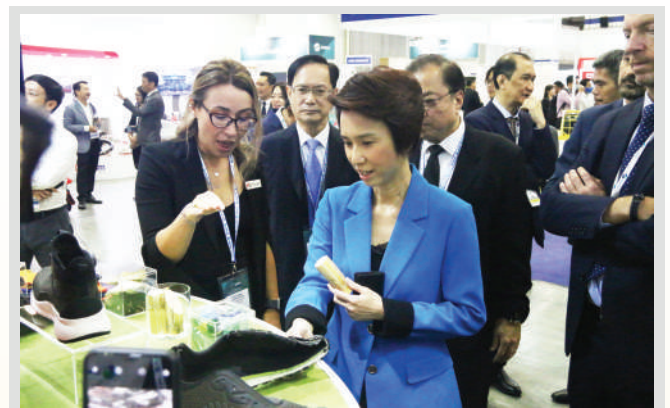
OSEA (Offshore Southeast Asia) 2022

The largest offshore energy event in Asia



OSEA returns from 15 - 17 November 2022 to pioneer a global shift in the energy industry. The largest Offshore Energy event in Asia is set to welcome attendees at the Marina Bay Sands in person.

Delivered by distinguished global industry leaders, delegates can learn first-hand on the latest regional market shifts, challenges, and opportunities. An unprecedented line up of IOCs, NOCs, EPCs, Government, Technology Innovators and Financiers will front up on key decisions of today that will impact the future.



Ms Anastasia Kovardakova from Red Wing Shoe Company (second from left) shared about the Ecolite work boots which are made from sustainable and recycled materials, to Ms Low Yen Ling, Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry

Dry Ice Facility in Singapore



As one of the leading food-grade liquid carbon dioxide (LCO₂) manufacturers in Singapore and setting out with a mission to improving integrity and excellence in cold chain, Leeden NOX has commissioned a dry ice production facility in Singapore to serve the diverse range of CO₂ applications.

Constructed in 2022, the newly minted dry ice production facility comprises two dry ice machines and one dry ice machine for block and pellet production respectively. Dry ice pellet production capacity, which come in either 6mm diameter or 9mm diameter, can go up to 8 tons per day.

The dry ice is then supplied and delivered with efficient insulated packaging and isothermal containers, catering to various applications of food transportation, cryo-blasting, pharmaceutical and medical products logistics.

As Leeden NOX is now a manufacturer of both LCO₂ and dry ice, this will mean greater supply reliability and quality assurance of our products to support our valued customers on ensuring sustainability in their daily business activities.

To enquiry, please reach out to sgsales.gas@leedennox.com.



Liquid CO₂ Tank

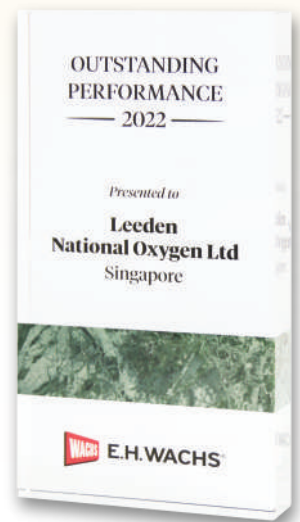




E.H. Wachs Performance Award 2022

Leeden National Oxygen Ltd (Leeden NOX) was awarded the Outstanding Performance Award from E.H. Wachs, in recognition of our outstanding contributions as its distributor in 2022.

This award bears testament to Leeden NOX's drive towards excellence in the areas of sales performance and customer relations. Leeden NOX is proud of this affirmation and looks forward to working closely together with E.H. Wachs to offer innovative and result-oriented solutions for customers.



About our partnership with ITW Welding Group



The ITW Welding Group is a global industrial leader which provides a comprehensive selection of welding equipment, cutting equipment, accessories and welding consumables. Leeden NOX is a distributor for its brands such as Miller, Hobart, Elga, Bernard, and Tregaskis. Leeden NOX was also recently appointed master distributor for E.H. Wachs in the South East Asia region.



RS-2



E.H. Wachs designs and builds the best portable cold cutting and machining tools in the world.



Hobart produces innovative filler metals that improve weld quality and increase productivity.



Proheat 35



Miller is one of the world's largest manufacturer of arc welding solutions.

Honeywell Reusable Respirators

Respiratory Protection for All Environments

The risk of inhaling harmful particles, vapours and gases is prevalent amongst workers in the oil & gas, pharmaceutical, manufacturing and metal industries. What's more, respiratory protection accessories are never the most comfortable piece of gear to wear at work.

With proven expertise in protection against respiratory hazards and a deep understanding of a worker's needs, Honeywell's 5400 series full facepiece masks and the 5500 series half masks, used together with its extensive range of N-Series filters and cartridges, provide excellent protection against respiratory hazards across a variety of industrial environments. Thoughtful features such as a wide sealing area to ensure a comfortable fit for different facial types and compatibility with a wide range of personal protective equipment. Most importantly, workers equipped with Honeywell reusable respirators know they are safe and can focus on being productive.

Apart from assurances of safety and comfort, both the facepiece masks and half masks offered by Leeden National Oxygen are made from thermoplastic elastomer material which is durable and latex free, making them an economical option to purchase.

Honeywell



CNY 2023 In-person Celebration

After two years of hybrid and digital editions, Leeden NOX Group CNY celebrations made a long awaited full physical comeback with a festive dinner held at Summer Garden Restaurant, SAFRA Mount Faber on 31 January 2023 and was attended by over 400 staff, including employees from our regional subsidiaries.

Traditionally held to celebrate Chinese New Year and to thank all employees for their contributions over the past year, the event was made memorable by the scrumptious food served, yusheng tossing and song and dance performances by our talented staff, including a memorable rendition of "The Bund" by our Chairman Mr Steven Tham.



Members of our Leeden NOX senior management were in a jovial mood at the dinner

A total of 40 recipients who celebrated their 5th, 10th, 20th, 25th, 35th and 45th years of service with Leeden NOX were presented with their long service awards by Leeden NOX Chairman, Mr Steven Tham and Executive Director, Mr Teichiro Sawa, in recognition of their years of dedicated service, passion and contribution to Leeden NOX.

Unsurprisingly, the most anticipated segment of the night was the lucky draw, with loud cheers from the guests whenever a winner was announced for each prize.

Kudos to the organising committee for bringing this long-awaited event to fruition and making it a memorable night for all who attended.

Chairman's Message



2022 has been a challenging year for the world. The global economy's hope for some post-Covid normality was first interrupted by Russia's invasion of Ukraine, which led to energy and food security issues, soaring interest hikes and fears of stagflation. Despite these odds, Leeden NOX Group remained resilient and achieved sustainable growth.

The upcoming financial year will be fraught with uncertainties as the world grapples with difficult issues at hand. To better navigate itself through this tough economic climate, we will restructure and streamline our operations to become cost-effective, efficient and responsive to evolving customer needs.

FY 2023/24 KEY STRATEGIES

Deepen customer relationships	Strike a profitable balance between sales focus and achieving economies of scale by retaining and deepening ties with key customers
Improve pricing strategies	Execute effective pricing strategies and adjusting key product prices which align better with changing market conditions
Effective control of inventory management	Improve inventory management control, optimise key product offerings and spending through supplier evaluations and negotiations of terms
Continue digitalisation efforts	Continue digitalisation efforts to improve productivity, automate work processes and reduce operational costs
Group-wide productivity and cost-saving initiatives	Appoint a senior manager to lead and drive program across the group to raise productivity and attain cost-savings
Build a culture of safety in the workplace	In safety control management, we maintain our focus on effective workplace safety culture to our people and environment by conducting regular risk assessments, identify potential safety hazards and implement measures to mitigate those risks.

With the right mindset and approach towards the opportunities which lie ahead, I am optimistic that we can overcome obstacles and scale greater heights as a group. Let us continue to work together, support one another, and strive for excellence in all that we do.

Thank you, and here's to a prosperous and fulfilling new financial year.

Mr Steven Tham
Chairman

Promoted to Managing Director

Leeden NOX Singapore is pleased to announce the promotion of Mr Teiichiro Sawa to the role of Managing Director, with effect from 1 April 2023.

Mr Sawa joined Leeden NOX Singapore in 2016 as Executive Director, as part of his secondment from Nippon Sanso Holdings Corporation. He brings with him over 30 years experience in sales, corporate and business planning and held various senior positions such as the President of Shanghai Taiyo Nippon Sanso Gas, General Manager of Global Business Management Taiyo Nippon Sanso and VP of Dalian Taiyo Nippon Sanso Gas.



"Inflationary pressures are intensifying and energy prices are soaring. Leeden NOX is committed towards the support of our customers to improve their productivity to offset these cost increases."

-- Mr Teiichiro Sawa --

Leeden NOX Sales & Marketing Seminar 2023

Selling solutions and not products, clear illustration of our solutions' full benefits to customers beyond pricing, collating voice of customer to improve customers' next purchasing experience; these were some of the key messages shared by presenters during the sales & marketing seminar held on 24 February 2023 at Nagoya Hill Hotel, Batam, Indonesia.

Over 100 colleagues from management and sales teams across the region gathered to glean insights and refresh their skills across a range of topics and perspectives to stay competitive in different aspects of sales and marketing.

Before the seminar ended, all participants were tasked to apply what they have learnt when they were spilt into groups to prepare and propose a growth strategy for their respective divisions. What followed was a fruitful time of dialogue and everyone contributed and shared their ideas and views.

There is great confidence that the takeaways from this seminar will help our sales and marketing teams step up and remain focused on our company's mission - creating value for our customers through solution driven approaches targeted to their needs.



East Malaysia and Brunei Markets

Mr Jerry Wong, Senior Manager

Mr Jerry Wong has been appointed as Senior Manager of the Welding & Safety Division in Leeden NOX Singapore to drive sales of our welding and safety products in the East Malaysia and Brunei markets, with effect from 1 March 2023.

He has a wealth of experience with the company, having performed a variety of roles since joining in 2007 after graduating with a Bachelor Degree in Mechanical Engineering from Nanyang Technological University.

"Leeden NOX's solution driven approach will be well suited to this region and I am excited to bring my experience to help Leeden NOX grow its presence in East Malaysia and Brunei."

-- Mr Jerry Wong --