

# Quarterly NEWSLETTER

**June 2022**

# CEO message



**Carl Hung, President & CEO**

## Reorientation and reconnection

With the ongoing supply chain crunch, Season Group has been devising ways to better support our customers through these unrelenting times. A major approach of ours is to pivot our IoT arm SG Wireless towards redesign services to help our customers overcome small or large supply-side hurdles. Our growing VAVE team also supports our customers in the search for alternative parts and simple PCB redesigns. At the same time, our supply chain management and IPO teams continue to work tirelessly as they have for the past 2.5 years to source materials for our customers and our global sites. Such a Group-wide effort has pulled the company together in a considerable way. It is a reorientation that has been well received and we are proud of this change.

**“It is a reorientation that has been well received and we are proud of this change.”**

In such uncertain times, solidarity, humanity, clear communication, and mutual support is very much needed in all that we do. My way of doing so is to reconnect, in-person, with global colleagues and partners. In this quarter, I had the pleasure of visiting our sites in Penang, Malaysia, and Reynosa, Mexico. I have been away from these two sites for 30 months and 18 months respectively. Much has changed due to the pandemic since my last visit. Though, with the prevalence of the less severe Omicron Covid-19 variant and the high vaccination rates within our sites, it is great to see a semblance of ‘normality’ returning within our manufacturing locations.

## Appreciating our structure and company culture

These trips have also taught me to appreciate once more the current size and structure of Season Group. The interplay between our compact team structure and global presence provides:

- (i) our colleagues with a wide job exposure, tight-knit company culture, global employment mobility and growth opportunities; and
- (ii) our customers with direct points of contact and strategic manufacturing locations.

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It is a structure that I am appreciating more and more, especially with the changes and challenges brought about by the pandemic.

The pandemic also taught me that when chaos surrounds us, we must first and foremost ensure that we are internally united and organized. This takes plenty of coordination and regular feedback loops throughout the organization. We must be ready to listen to our colleagues, partners and customers, and reach out to the people we work with when a problem arises. There will be many challenges ahead, there is no doubt. But what I believe makes Season Group

**“What [...] makes Season Group so special is our strong company culture.”**

so special is our strong company culture. Our shared goal of doing our best for our customers, and creating meaningful products for the world that we live in. I take pride in this goal of ours, and I can see that this is shared within the team as well. Let’s work through these turbulent times. Let’s row our boat, as one, out of these troubled waters.

## Looking ahead into the second half of 2022

For the second half of the year, there is much to look forward to. We have exciting plans such as the expansion of our Reynosa, Mexico site. My recent trip to the site reinforced our need to expand in order to continue our growth. There is a growing trend of regionalization in which manufacturing is done physically closer to the geographical market of end customers. The expansion of our Mexico site will provide us with more manufacturing space to better support the production needs of our customers, especially those in North America. We will also be introducing plastic injection molding services to our Mexico site through this occasion, expanding our scope of services available in the region.

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Secondly, to keep up with our growing virtual presence, we will also be revealing a new corporate website for Season Group. For the past year, we have increased our activities on LinkedIn and Facebook to engage with our customers and colleagues alike. Such a digital presence is crucial given the rapid maturation of digital connections and engagements over the course of the pandemic. Looking ahead, it is important that we can connect effectively with businesses around the world. Keep watch on Season Group news for the big reveal!

**June 2022**



## Key business news

### Season Group features Vice President of Global Business Development

Season Group welcomes Harry Chang, the new Vice President of Global Business Development who joined the company in October 2021.

With over 25 years of experience in the manufacturing industry, Harry joins Season Group with his expertise in driving product development, operation management, and account development.

For a full feature article on Season Group's Vice President of Global Business Development, please follow this [link](#).



### Nordic Semiconductor gives limelight to indoor asset tracking solution of Season Group's subsidiary SG Wireless

Nordic Semiconductor features the indoor asset tracking solution of Season Group's IoT-subsiary, SG Wireless, for its use of Nordic's Bluetooth Low-Energy modules.

For the official press release by Nordic Semiconductor, please visit this [link](#).



## Season Group in the Press

### [Forbes Technology Council] Three startup mentalities that can inject innovation into your company

Article published on 1 Jun, 2022

There is much we can learn from start-ups. Their recent boom over the course of the pandemic makes us consider why some can be so successful.

Here are 3 start-up mentalities that stood out to CEO of Season Group, Carl Hung. They may help bring growth and innovation to our organizations in such times when we need it most.



Link to article:

<https://www.forbes.com/sites/forbestechcouncil/2022/06/01/three-startup-mentalities-that-can-inject-innovation-into-your-company/?sh=1dd698353956>

### [EPSNews] Who 'owns' supply chain data?

Article published on 8 Jun, 2022

In an increasingly data-driven world, it is important that we question and reflect on how we manage the data we have access to. Whilst big data allows us to optimize our business actions, we must consider how it is collected, stored and shared.

Season Group CEO Carl Hung discusses this topic of ownership over supply chain data in his blog piece on EPSNews.



Link to article:

<https://epsnews.com/2022/06/08/who-owns-supply-chain-data/>

### [EMSNow] C-Level Interview 2022 Season

Article published on 16 Jun, 2022

Market volatility persists well into 2022. In this c-level interview by EMSNow founder and journalist Philip Stoten, Season Group CEO Carl Hung outlines the current global supply chain situation, and looks at the importance of being active and reactive in managing these disruptions.



Link to video interview:

<https://www.emsnow.com/emsc-level-2022-season-episode-5-carl-hung-season-group/>



### SG Wireless: Designed for manufacturability - concept to production in nine months

**The thing about product design is that it is almost too easy to get caught up in idealization.** A substantial amount of effort goes to catering to aesthetics, because of that first visual impression, and to user experience, which encompasses not only basic sensory elements but also more subconscious notions of 'feeling good'.

However – and this is why many great products never see the light of day – even the most faultless design falls flat if it only works on a drawing board. Regrettably, even with current technology there are still inherent limitations with material and assembly requirements when it comes to mass production, and therefore must be accounted for in the design process to ensure the concepts translate into reality.

When the Senior Citizen Home Safety Association (SCHSA) reached out to us last September to have their wired emergency alert system upgraded to a wireless one, it was important to have a fresh, pleasing design that can be manufactured in as short a timeframe as possible. One of Hong Kong's most established social enterprises, the SCHSA provides comprehensive, round-the-clock assistance to 400,000 service users across the city, and it was of utmost priority that we align with the schedule to have the existing products replaced.

As manufacturability was always on the forefront of our minds, from the get-go the new product design eliminated many of the concerns associated with the transition from design to manufacturing – rather than engineering reworks, focus was placed on material acquisition, cost reduction and production scheduling to align with customer expectations.

From initial discussions with SG Wireless to mass production at our manufacturing site in China, the three-component wireless design consisting of a Main Unit, a BLE Panic Button and a BLE Range Extender was launched to the market in **only nine months**, just in time for Mothers' Day. All components have been certified and approved for use by the Office of the Communications Authority in Hong Kong, and passed SGS inspection this June. By the time you are reading this, the system would already have been installed in the homes of many happy service users!

As we continue to ramp-up production, it is mind-boggling to look back and realize that it has, in fact, only been nine months, when the solution was no more than a design idea. This experience has solidified our rapid prototyping capabilities and validated its support in a production environment, and will undoubtedly be the clear blueprint with which we will guide our customers to accelerate their IoT system development processes going forwards.

Written by Jasmine Leung,  
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**Be Kind**  
**Be Open**  
**Be Cool**

**Be Innovative**  
**Have Fun**  
**Do What's Right**