

## CORE VALUES

**Enterprise** – Integrated business reality mindset

**Experience** – Collective local experience with global exposure perspectives

**Execution** – Consistently trusted delivery and proven execution

**To ensure our consistent trusted delivery and proven execution, our values are:**

**Focused** – We honor our commitment to deliver on time with the highest standard of quality expected

**Integrity** – Ours and our clients' reputation are non-negotiable with no compromise at all times

**Inclusive** – We do not operate in solo mindsets or action but always inclusive for our clients' total interests from all angles of our services.

## Corporate Financial Solutions


*3E-Fii Group provides holistic Corporate Financial Solutions to small and medium enterprises (SMEs), corporates, and financial institutions.*


*We are headquartered in Cambodia with coverage and focus on emerging markets especially CLMV Region in Asia.*

## What We Do


- Finance Services
- Business and Financing Advisory
- Corporate Finance Solutions

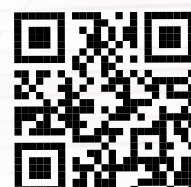
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## COMPANY OVERVIEW

3E-Fii Group has a combined history of over 15 years of operations in Asia. The Group was set up in 2018, result from the merger of established businesses of 3E Training & Advisory and Fii & Associates. Together both companies coming into a new single Group entity and centralized Group operations and resources in Cambodia provide significant synergistic solutions to our clients and opportunities for our staff.

3E-Fii Group provides holistic Corporate Financial Solutions to small and medium enterprises (SMEs), corporates, and financial institutions. We are headquartered in Cambodia with coverage and focus on emerging markets especially CLMV Region in Asia.

Our core team of Managing Partners come from diverse background and expertise. Each Managing Partner has a long history of professional track record. Collectively the company has over many decades of global and regional experience in the markets.

**3E-Fii Group is a licensed Accounting and Audit firm with Investment Banking and Corporate Finance capabilities.**

## OUR VISION

- ✓ To be the “first in mind to go to”
- ✓ For holistic and sustainable Corporate Financial Solutions
- ✓ By our staff, clients and institutions in Cambodia, and in the region.

## OUR MISSION

- ✓ To enable and empower Cambodia and regional businesses
- ✓ SMEs, Corporates and Financial Institutions
- ✓ To grow responsibly and sustainably
- ✓ With best market practices internationally.

## OUR VALUE PROPOSITION

**To enable clients in their business operation and expansion**

- We provide integrated and long term Corporate Financial Solutions
- For all their stages of growth journey locally and regionally

**To empower clients in upscaling their capability and capacity**

- We support solutions with our seamless and synergistic team of specialists
- Led by local and global experts in our advisory and execution.

**Towards maximum growth for client and staff with local knowledge and global experience.**

## WHAT WE DO

### 1 Finance Services

- ✓ Assurance: External & Internal Audit
- ✓ Accounting and Tax
- ✓ Payroll and Recruitment
- ✓ Outsourced CFO
- ✓ Company Registration and Corporate Secretariat

Finance services have been one of the first group of services we have been providing for the last decade. Led by our two very skilled ACCA-qualified partners in assurance and taxation, the team is highly knowledgeable and experienced in their field. We have been serving clients from various sectors in Cambodia and Myanmar. We are committed to provide trust and confidence work to meet our clients' needs in all aspect of business, from financial to regulations to operation. We are also an approved member of the Kampuchea Institute of Certified Public Accountants (KICPAA).

### 2 Business and Financing Advisory

- ✓ Business and Financing Advisory
- ✓ Strategy and Financial Management: Banking and Treasury
- ✓ Structured Finance DCM-ECM
- ✓ GRC: Governance, Risk Management and Compliance

Business and financing advisory is led by our partner who has over 30 years of financing experience in global banking across Asia Pacific region. We have advised and provided strategies which are in the best interest of our clients; and have successfully helped clients to raise fund through various investment banking solutions involving either equity or/and debt financing, DCM-ECM products, as well as structured financed such as securitisation financing.

### 3 Corporate Finance Solutions

- ✓ Business Intelligence, Research, Analytics and Strategy
- ✓ Mergers and Acquisitions
- ✓ Due Diligence and Valuation

Corporate finance services include research, analytics, and strategy, M&A, due diligence, and valuation; all are led by our partners and team with deep industry knowledge in Cambodia, Myanmar, and Singapore. The partners have decades of experience in valuation, research, and successfully originate and execute deals for many business industries across Asia.

## OUR PEOPLE



**Michael Goh** – Chairman, Managing Partner  
*Advisory and Corporate Finance*

Michael has over 30 years of experience with global financial institutions in charge of Asia Pacific region, served as Group Chief Credit-Investment & Chief Risk Officer. Prior to establishment of 3E Group, he also ran commercial businesses with advisory and corporate finance execution, managing group private equity investment portfolio. Michael is currently an independent board member and board advisory to financial institutions, business groups, and start-ups including FinTech. He is also an accredited vendor consultant-trainer for global rating agencies, Moody's and Fitch Ratings Group. His key expertise is in Governance, Credit and Risk Management, Structured Corporate Finance-Investment Banking

Michael holds a Bachelor's degree in Accounting and Master's degree in Finance. He is also a Chartered Accountant, Singapore, and a member of Institute of Directors, as well as member of KICPAA.

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**Kimhin Sun** – Managing Partner,  
*Accounting and Taxation*

Kimhin has almost 19 years of experience in taxation and financial management. She has been the co-founder and managing partner of Fii&Associates since 2010, providing accounting and tax advisory services to variety of clients from different industries. Prior to co-founding the firm, she also served as a Chief Financial Officer for various private companies in Cambodia. Kimhin started her career with PwC Cambodia as tax consultant. Her field of expertise is taxation (advisory and compliance) and in financial aspects including establishment/review of finance policies and procedures, and review of financial transactions, reporting and budgeting.

Kimhin holds a bachelor's degree in Accounting. She is a Fellow Member of Association of Certified Chattered Accountants (FCCA), UK since 2011 and also a member of Kampuchea Institute of Certified Public Accountants and Auditors (KICPAA), Cambodia since 2005.

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**Seida Heng** – CEO, Managing Partner  
*Audit and Advisory*

Seida has 18 years of experience in financial management and audit (external and internal). Seida is the co-founder and managing partner of Fii&Associates since 2011, responsible for overall operation of the firm and lead auditing and advisory services. Prior to co-founding the firm, she was a Financial Management Specialist with World Bank and an Audit Manager with KPMG in audit and advisory practices for various clients from all major sectors in Cambodia and Malaysia.

Seida holds a bachelor's degree in Accounting. She is a Fellow Member of Association of Certified Chattered Accountants (FCCA), UK since 2011 and also a Certified Internal Auditor (CIA), US since 2007. Seida currently serves as the President of Kampuchea Institute of Certified Public Accountants and Auditors (KICPAA), Cambodia.

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**Chakara Sisowath** – Managing Partner  
CEO, 3E-Fii Capital  
*Corporate Finance*

Chakara has been managing investments in Asia for the past 30 years. He is currently a partner with Hong Kong-based Jayu Ltd, a portfolio company with global investments in equities, venture capital and real estate. He recently set up Jayu Management & Research in Phnom Penh, Cambodia, for consulting and advisory work.

Chakara graduated from EDHEC business school in Lille, France. He also holds an MBA from the University of Chicago Booth School of Business. He is a CFA charter-holder from the CFA Institute.

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**Tola Nhean** – Managing Partner, COO  
*Research and Strategy*

Tola has over 10 years of experience with international development agency and international development community in Cambodia and ASEAN in charge of policy & strategy formulation, portfolio management, strategic alliance and resource coordination management. He also conducts researches & project management, and organizational capacity development; being consultant for institutions of development agencies and private sector, and research fellow on economic development and planning.

Tola holds bachelor's degree in Accounting and master's degree in Economics specialized in International Trade and Investment.

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