



英智：家族办公室
INGENIOUS | FAMILY OFFICE

The keys to your legacy:
Values, Responsibilities, Trust.

您的遗产的关键：
价值观、责任、信任。





FAMILY OFFICE

家族办公室

KEY ISSUES AFFECTING FAMILY BUSINESS

影响家族企业的关键问题



Crises in Family Business & Corporates

Passing of control to next generations who are not ready or willing to take over the family business.

Natural death if no innovation or changes.

家族企业的危机

将控制权移交给尚未准备好或不愿接管家族企业的下一代。

如果没有创新或改变，企业自然死亡。



Volatile & Uncertain Market

Uncertainties across global business & markets.

New Msian Govt.
China – USA Trade War, etc

不稳定的市场

全球业务和市场的确定性。

新大马政府，中美贸易战等



Limited Funding & Credit Line

Business has ran out of options in funding and credit line.

Banks are not supporting.

有限的资金

银行不支持中小型企业，企业在资金和信贷额度方面已经没有选择余地。

COMMON ISSUES

家族企业的常见问题

- No succession plan in place.
没有继任计划。
- Founders are too emotional to let go.
创始人不能放手。
- Inherited, but no passion or clue what to do with it.
继承产业，但没有热情或不知如何管理。
- Business declining, heading to natural death.
生意下滑，走向自然死亡。
- No professionals as the business is infected with family “parasites”.
没有专业人士，因为企业太多“寄生虫”。
- Family dispute on control, power struggles, international politics.
控制权、权力斗争、家庭纠纷。
- Don't trust outsiders.
不相信外人。



FAMILY OFFICE SERVICES

家族办公室服务

We work with family business owners in establishing family office and corporate structures, transforming their businesses into corporations that are adaptive and sustainable, and last through generations. We aim to provide families with peace of mind in accumulating, maximising and preserving their wealth and legacy for the future generations.

我们与家族企业主合作，建立家族办公室和企业结构，将他们的企业转变为适应性强、可持续发展、世代相传的企业。我们的目标是让家庭安心地为子孙后代积累、最大化和保存他们的财富和遗产。

FAMILY OFFICE

家族办公室



Family Wealth Management

家族理财



Family Business Transformation

家族企业转型



Succession Planning

继任计划

STRATEGIC ADVISORY

战略咨询



Risk Management

风险管理



Dispute Management

争议管理



Exit & Liquidity Management

退出策略

FAMILY OFFICE OVERVIEW

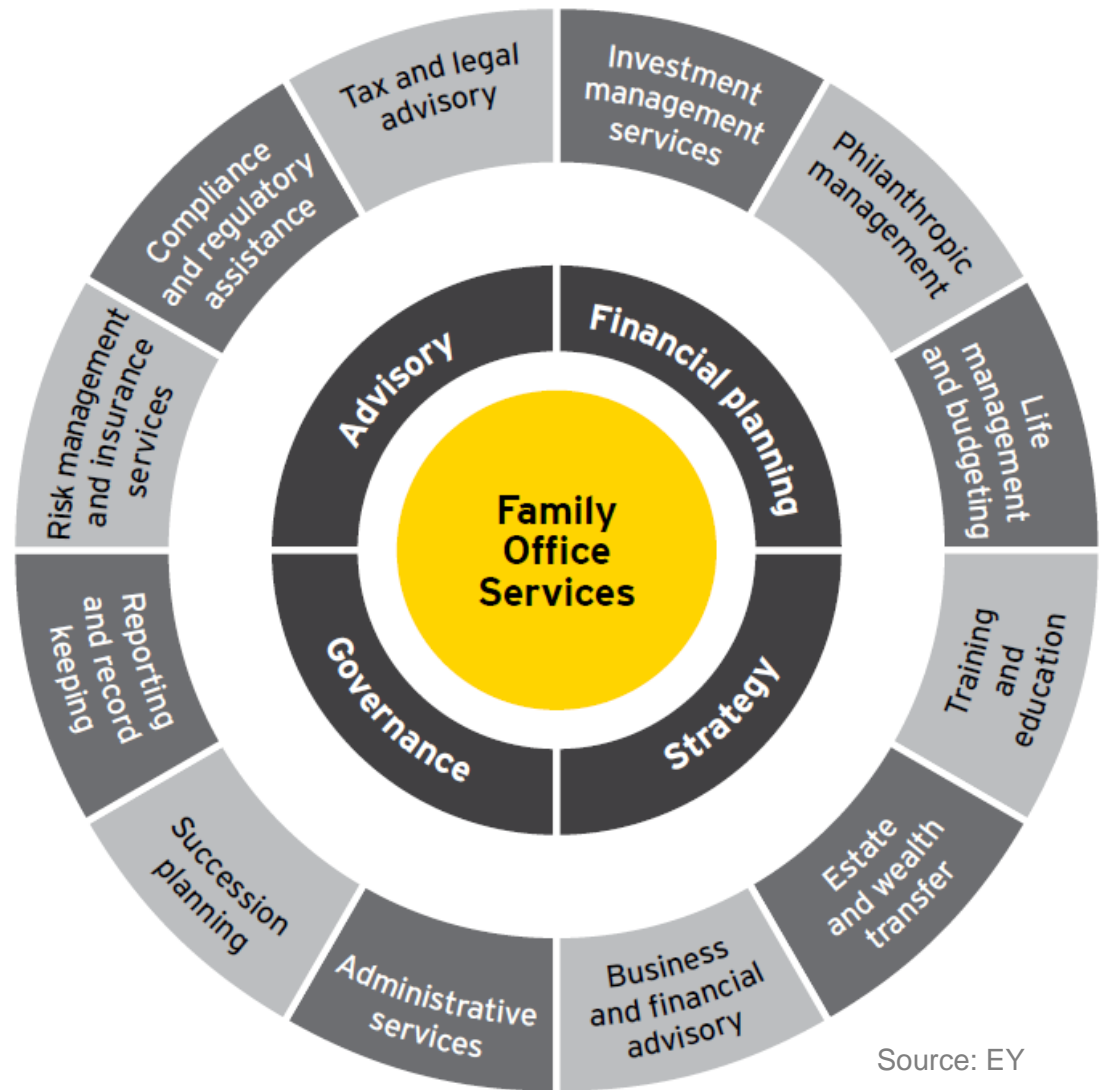
家族办公室结构

We **understand** your needs, **strategise** with your family, create the right **structure** and **execute the mandate**.

We collaborate & work with professionals with different expertise to provide the best value and solutions to your family.

我们了解您的需求，与您家族制定战略，创建正确的结构并执行任务。

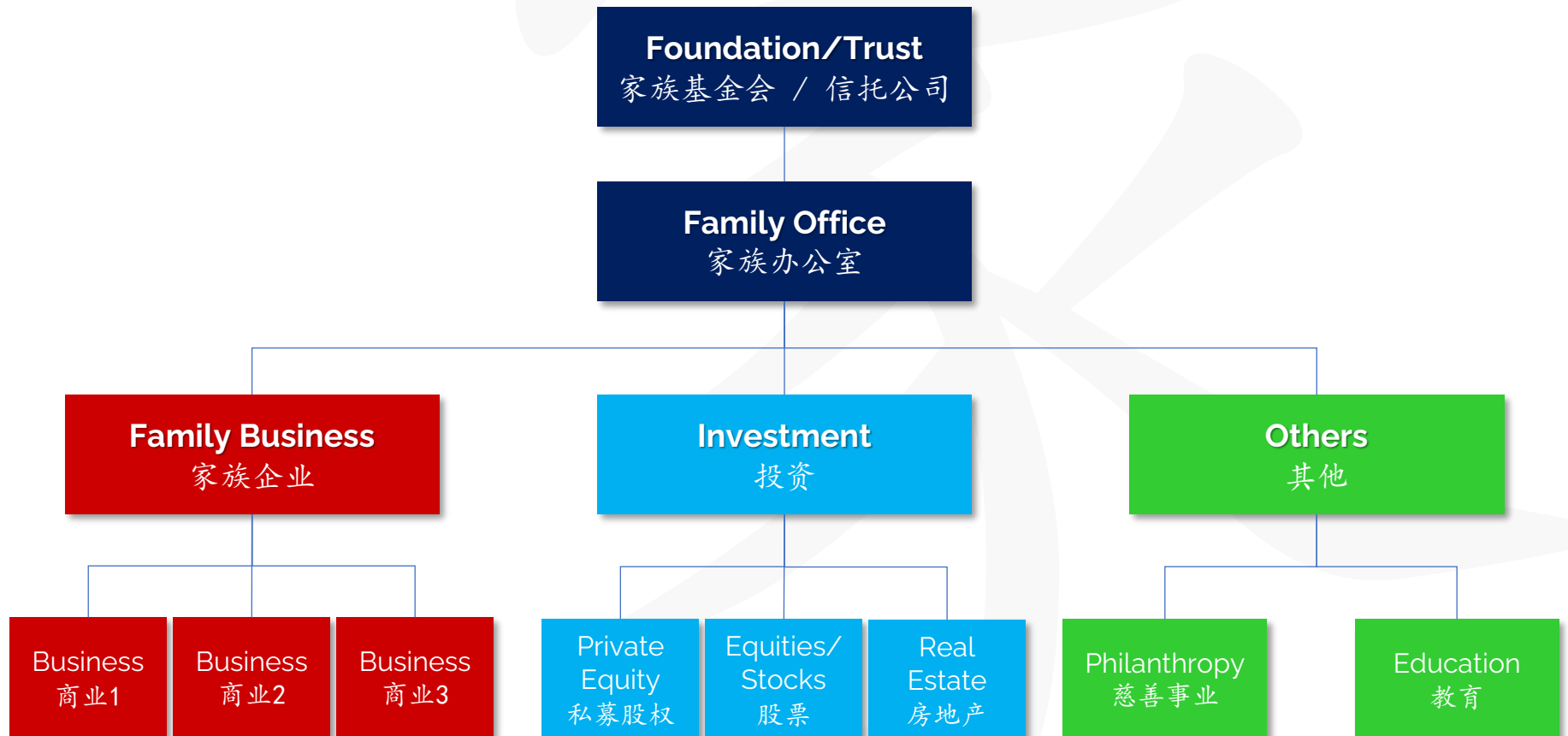
我们与具有不同专业知识的专业人士合作，为您的家族提供最佳价值和解决方案。



Source: EY

BESPOKE SOLUTIONS
定制解决方案

We design the right structure that suits your family needs:
设计适合您家族的正确结构：



ABOUT INGENIOUS

公司簡介

About Us

简介

At Ingenious, we have been providing financial services to entrepreneurs, business owners, individuals and families since 2004.

In 2020, Ingenious evolves into a family office, focusing in ESG & impact investments, i.e. agriculture, food & energy.

We empower entrepreneurs with the right corporate strategies & smart capital in growing their business, to accelerate growth, create value and maximize wealth for all stakeholders.

Our capabilities in structuring complex transactions, managing conflict and troubleshooting problems enables us to develop solutions for entrepreneurs to deal with the challenges of the business environment today.

We believe in partnership based on trust, integrity and respect.

英智金融集团自2004年成立以来，一直为企业家，业主，个人及家庭提供金融服务。

2020年，Ingenious 演变成家族办公室，专注于 ESG和影响力投资，例如农业，食品和能源。

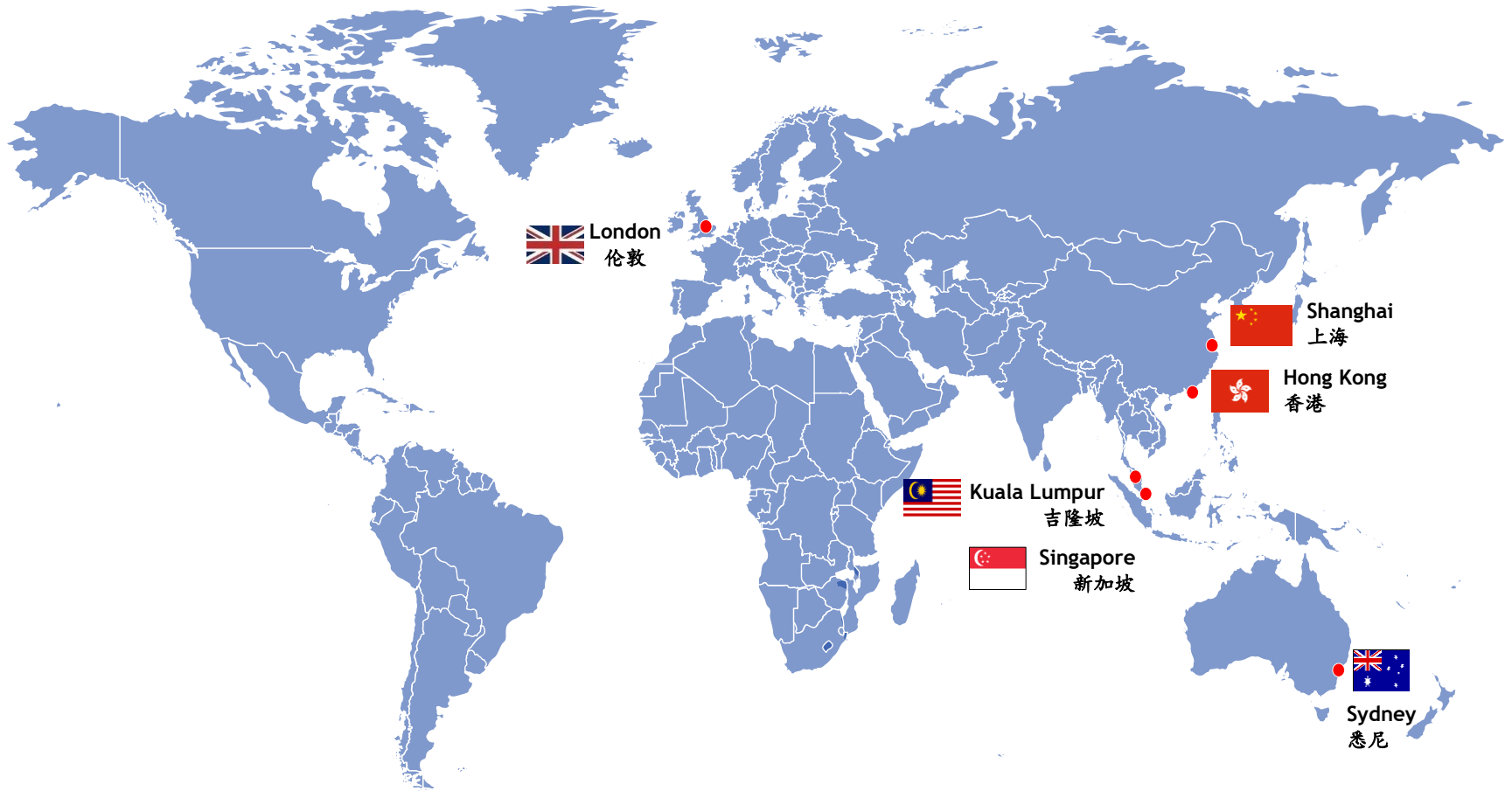
我们赋予企业家正确的企业战略和智慧资本，增加业务，加速增长，提升企业价值和为所有利益相关者创造价值和财富。

我们拥有深入的商业知识，优越的商业人脉和解决问题方面的能力，使我们能够为企业家开发解决方案和不断提升企业竞争力，领先同行以应对当今商业环境的挑战。

诚信，商业透明度和商业道德的坚持，从而成为您的专业智囊团，在瞬息万变的商场上辅佐您。

Our Footprints

公司地点



FOUNDER'S PROFILE

William Du

*Founder &
CEO*

William Du is the founder and Chief Executive Officer of the Ingenious Haus Group, a boutique financial services company, providing corporate finance, private equity, wealth management & investment services to entrepreneurs and business owners since 2004.

William is the Non-Executive Director of Technology & Telecommunication Acquisition Corporation (SPAC) on Nasdaq and Chairman of Vertu Capital Ltd, an investment company listed on the London Stock Exchange. William is also partner in AQ Media Group, Celscience Group, Eastect Assets and Musang Durian Marketing.

William started his career as a trainee accountant in London. Later, he joined PricewaterhouseCoopers (PwC) Malaysia, specializing in transfer pricing & tax investigations. He left PwC to join Star Cruises Ltd as senior corporate planning executive before he set up his own consultancy in 2004. William has extensive experience in debt and equity fund raising, corporate restructuring, corporate development & competitive strategy.

William graduated from the University of Hertfordshire with Master of Business Administration and a first class honours in BA (Hons) Accounting. His MBA thesis titled "Acquisition of Midland Bank by HSBC" was presented at the 19th World Association for Case Method Research & Application conference in Mannheim, Germany in 2002.

William was awarded the "Entrepreneur of the Year" from Inti University College Malaysia's Outstanding Alumni in conjunction with Inti's 30th anniversary in November 2016.

Services

服务

Corporate Finance

- Initial public offering
- Mergers & acquisitions
- Fund raising

企业融资

- 融资上市
- 企业并购
- 筹集资金

Private Equity

- Fund Management
- Special purpose vehicles
- Exit strategies

私人股权

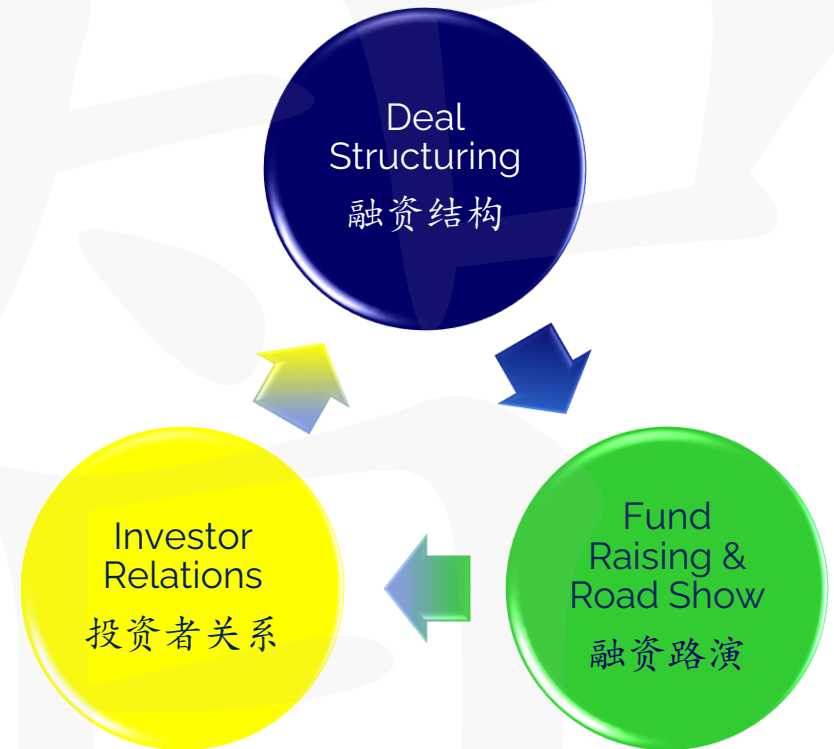
- 基金管理
- 特殊功能公司
- 投资退出战略

Asset & Wealth Management

- Family office management
- Family business advisory
- Succession planning

财富管理

- 家庭办公管理
- 家族企业咨询
- 企业接班人计划



HOW WE CAN HELP

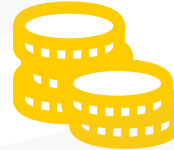


Accelerate Growth & Corporate Exercise

Initial public offering (IPO)

Mergers & acquisitions in related business.

Diversification of business portfolio.



Smart Capital & Funding Support

Providing smart capital to family enterprises.

Advice on fund raising matters to grow the business.



Corporatisation, Divestment & Exit

Corporate restructuring, recruit professional managers.

Exit strategy – selling or divesting non core business, in partial or whole.

Media & Events

媒体及活动

<http://facebook.com/ingenioushaus>

Ingenious way to provide private equity funding

By TEE LIN KAY

Did you know that the many great technological companies of today got their break from private equity funding? Companies like Google, Yahoo, Microsoft, Google and Apple in the United States were funded by venture capitalists in their early years.



William Du says most entrepreneurs face difficulties in financing at the early stage due to lack of track record and resources. Most commercial banks do not provide loan facilities to companies which do not have collateral. Furthermore, they also do not understand the business, hence, venture capital funding is a good financing alternative.

He says the fund will pay 5% dividends per annum over the next four years. Upon maturity, investors will not only get their principal investment, but an additional 25% corrected return. This effectively means that an investor will make 100% return over a five-year period. "As V Telecom hopes to go for a listing over the next three years, investors of the fund will also have the opportunity to convert their shares into the company's initial public offering," says Du. He adds that the sum of RM200m for the fund makes up a 20% stake in V Telecom. Furthermore, V Telecom has agreed to appoint up to three board representatives from the fund.

"We've done our homework and studied our exit options to ensure we can deliver. The company is not a start-up, but a cash cow. The capital expenditure has already been made since it started in 2007," says Du. As for Ingenious, since it first started out in 2008, it has helped numerous entrepreneurs and mid-sized companies with advice, active support, and has helped many young entrepreneurs raise VC funding from its network of angels, V1 investors, and corporates.

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Giving entrepreneurs a helping hand

Having struggled on his own before, William Du knows what it is to be an entrepreneur. Here he tells business leaders how he gives back to the community.



William Du, CEO of Ingenious Haus, shares his experience as an entrepreneur and how he gives back to the community through various initiatives.

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RM100,000	1.5%
RM200,000	2.0%
RM300,000	2.5%
RM400,000	3.0%
RM500,000	3.5%
RM600,000	4.0%
RM700,000	4.5%
RM800,000	5.0%
RM900,000	5.5%
RM1,000,000	6.0%

RM100,000	1.5%
RM200,000	2.0%
RM300,000	2.5%
RM400,000	3.0%
RM500,000	3.5%
RM600,000	4.0%
RM700,000	4.5%
RM800,000	5.0%
RM900,000	5.5%
RM1,000,000	6.0%



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SOCIAL POINT



Ingenious Haus Group

Kuala Lumpur . Singapore . Hong Kong . London . Sydney . Shanghai