



Apex Business Advisory

Corporate  
Profile

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# Corporate Profile

Apex Business Advisory Services Pte. Ltd.



## About Us

**Apex Business Advisory Services Pte. Ltd.** (“Apex”) was

- ❑ Established in early 2008 to support corporate clients meet their statutory and regulatory obligations in Singapore.
- ❑ Developed into a niche business advisory services company assisting clients , irrespective of size and business profile for their varied requirements within the compliance space.

With more than 50 years of collective experience , Apex is now known for its capabilities in strategic business advisory solutions and supports its international clientele be it Special Purpose Vehicles, funds, fund managers or corporates with complex corporate secretarial requirements, company administrative, accounting and tax services.



# Mission Statement

We seek to add value to every client interaction

we invest time to understand our client's businesses in order to gain a deeper understanding of their:

- priorities
- goals
- challenges

with a view to assist them thereafter.



# Core Values

## **Integrity**

We deal with our clients in a fair and ethical manner; gaining trust through our actions.

## **Passion**

We are passionate about providing the highest-level of quality service.

## **Knowledge-driven**

We are driven by the desire to be at the forefront of laws and regulations, industry practices and wider economy progressions.



# Our Value Proposition

*We provide:*

**Tailored services founded upon deep understanding of our clients' requirements.**



## Our Client Portfolio

Retail & E-Commerce

Fund Managers

Financial Advisors

Food & Beverage

Medical & Healthcare

Logistics

Professional Services

Hospitality & Leisure

Investment Holding Companies

Arts; and

Social Enterprise

Tech Companies



## Professional Services

- Corporate Business Advisory Services
- Incorporation Services
- Corporate Secretarial Services
- Outsourced Management support service
- Company Administration Services (including Payroll services)
- Accounting Services (including cloud-based accounting solutions) and preparation of unaudited financial statements for Company's exempted from mandatory Audit.



## Professional Services

- Audit Coordination services
- Corporate Tax Compliance and GST compliance services
- Resident Directorship
- Payroll Management
- Employment Pass applications for senior management; and
- Ad Hoc Support Services as may be required from time to time





# Business Advisory Services

- Evaluating legal, accounting and tax implications of corporate structures including shareholding implications and Joint Venture structures;
- Restructuring of businesses;
- Setting up of business operations , incubation of start ups including provision of seed capital;
- Advising and implementing accounting systems and workflow processes;
- Preparing business plans and evaluating viability of business ideas;



# The Team

## Savithri V Chettiar, FCA, FCCA - Managing Director

- ❑ Started Apex in 2008 with the Apex Fund Services Group and took it private in 2012
- ❑ Heads the Corporate Secretarial services bringing her years of advisory experience to benefit boards of directors.
- ❑ Began Career at EY in the mid 1980s before moving to a UK Listed Company - was responsible for their accounting, tax and legal matters
- ❑ Works closely with senior management on numerous boards
- ❑ Successfully advised numerous foreign and local clients on their business requirements and growth in Singapore
- ❑ Known in professional circles for advisory and corporate structuring
- ❑ 37 Years of professional experience; Fellow of Association of Chartered Certified Accountants (UK) and Institute of Singapore Chartered Accountants



## The Team

Deepa Ramachandran, FCCA – Head of Operations (Accounting, Tax and Advisory Services)

- ❑ Responsible for Accounting, Tax, Advisory and Corporate Compliance Services
- ❑ Over 20 years of work experience in financial accounting and related services in Singapore and India
- ❑ Specialises in general and specific advisory with regards to corporate compliance matters
- ❑ Fellow of the Association of Chartered Certified Accountants (UK)



## The Team

### Sylvia Holmen – Senior Manager (Accounting, Tax and Advisory Services)

- ❑ Oversees Company Administration and handles Accounting, Tax advisory and compliance for clients
- ❑ Nearly 15 years' experience in Accounting and Tax , Finance and administration
- ❑ Holds a Bachelor of Accounting & Finance from University of Northumbria @ Newcastle, UK.



# The Team

## Uma Nandan – Director, Corporate Solutions

- ❑ Responsible for advisory solutions within corporate compliance– Accounting & Tax, Governance and Risk Implications
- ❑ 7 years' experience in Accounting and Tax , Finance and administration
- ❑ MSc in Professional Accountancy, BSc in Applied Accounting
- ❑ PGDip in Law (Corporate and Commercial Law)
- ❑ ACCA Affiliate



## Contact Us

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