

## Our Company

Crowe (HK) CPA Limited is a full-service CPA member of Crowe Global and is based in Hong Kong. We offer a comprehensive range of professional services including audit, tax, risk advisory, merger and acquisition, wealth succession consulting, data security and IT audit, ESG and sustainability consulting, business and property valuation, human resources, business advisory, corporate restructuring and insolvency services to clients in the Greater China region, assisting Chinese enterprises to access the international capital markets and at the same time helping our international clients to establish presence in the vast Chinese market.

We have around 30 partners and principals, 350 professional and supporting members with strong technical strength. All our members are dedicated to serve our clients. With the extensive resources and support of Crowe Global, we are able to serve our clients on an international scale with local expertise and attend to their business and professional needs.

## Crowe Hong Kong Financial Services Practice

### FINANCIAL SERVICES PRACTICE

Crowe Hong Kong Financial Services Practice (“FSP”) is specialised in providing audit and advisory services to clients from financial services industries, including private companies and Hong Kong Stock Exchange (“HKEx”) listed groups:

#### 1) Asset management industry

- Securities and Futures Commission (“SFC”) regulated fund managers
- Offshore funds and Cayman Islands Monetary Authority registered funds
- Representative clients include:
  - Hong Kong listed conglomerates with SFC licensed asset management firms and Cayman funds
  - those with investment strategies comprising long-only or hedge, private equity, real estate, whisky, etc.; and
  - those with the assets under management worth from less than USD100 million to USD1,000 billion

#### 2) Securities industry

- SFC regulated broker-dealers
- SFC regulated corporate advisory firms
- Representative clients include Hong Kong listed conglomerates with SFC licensed securities dealing firms

#### 3) Banking industry

- Retail, commercial and virtual banks
- Representative clients include a Hong Kong listed Mainland Chinese city commercial bank globally ranked 168th by Tier 1 Capital among the “Top 1,000 World Banks for 2018” published by the finance magazine, *The Banker*

### 1 • 2 • 10 APPROACH

FSP adopts a value-for-money approach which focuses on clients’ services. We have earned client recognition on board level as evident by the fact that the 1st-tier clients have changed from engaging Big Four CPA firms to FSP.

**1st Tier Capabilities:** Our team consists of professionals equipped with tier-one capabilities and world-class experiences. While being an independent auditor engaged by shareholders, we also strive to bring top-tier value-added services to clients. Please refer to “Key Members” section for the biographies of the key team members.

**2nd Tier Fees:** Our services are priced at more competitive fees relative to those of first-tier brands in the financial services audit industry. Our business model brings us cost advantages and enhanced 1st-class service quality, which in turn helps nurture our clients’ long-term relationship with, and trust in us.

**10+ years of Buy-Side Experiences:** The Founder of FSP has taken on chief officer roles for more than a decade in asset management companies including a global asset management group and a boutique hedge fund manager / platform. He has resolved business issues arising from front to back offices across the board. The FSP he established approaches client’s accounting and audit issues in a more holistic manner from a business perspective.



## CONTACT INFORMATION

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## Crowe Hong Kong Financial Services Practice

### KEY MEMBERS

Our key members are well-experienced in serving financial services industry clients in Mainland China and Hong Kong.

#### **RAYMOND CHIU** Lead Head of Financial Services Practice

Raymond has solid experience in auditing listed companies and financial services industry companies, including banks, SFC licensed corporations and investment funds. He has led and supervised the FSP audit and advisory team to conduct numerous engagements for financial services industry clients ranging from boutique fund managers to banking institutions. Raymond's key clients include HKEx listed financial institutions (for example Mainland Chinese city commercial banks, fintech companies, and lending institutions), SFC licensed corporations (for example securities brokerage firms, and asset management companies), Cayman Islands and Hong Kong domiciled funds.

#### **RONALD CHEUNG** Marketing Head of Financial Services Practice

Ronald has deep expertise and extensive experience in capital markets with focus on IPOs, pre-IPO and post-IPO advisory as well as trading resumption of suspended listed companies in Mainland China and Hong Kong. He is also specialized in providing assurance and advisory services to financial services industry clients. Ronald's key clients comprise Cayman Islands investment funds, HKEx listed financial institutions (for example Mainland Chinese city commercial banks), SFC licensed corporations (for example securities brokerage firms, and asset management companies), Cayman Islands domiciled funds.

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## About the Founder of Financial Services Practice

### **SAMUEL CHOI**

Samuel joined Crowe and found FSP in 2017. He developed the client service focused 1.2.10 approach (see last page) and built a full team comprising junior to partner levels wholly specialised in serving clients of financial services industry. Samuel is currently the founding partner of a boutique firm serving asset management related clients. His previous roles include Deloitte Hong Kong audit partner, regional Chief Administrative Officer of J. P. Morgan Asset Management, Chief Executive Officer and Responsible Officer of a boutique hedge fund manager platform with assets-under-management of over USD1.2 billion.