

Moving ahead with IFRS

Whether you are already moving ahead with IFRS or simply examining the business case for your company, PricewaterhouseCoopers can help. We are uniquely positioned to ensure that there are no surprises and that the benefits of using internationally-accepted standards make a real difference to your business.

As world leaders in services to the Investment Management industry and in conversions of this kind, we have a unique insight into the whole issue of IFRS conversions, be it for the asset managers, the investment funds, the administrators and custodians. This puts us ahead of the game, and we pass that competitive advantage on to our clients.

We can help you decide on the right course of action for your particular circumstances. If this is the right moment for you to make the change to IFRS, our extensive experience and proven methodology can help you bring your IFRS project to a successful conclusion by providing solutions tailored to your business.

'You need to make a realistic plan for the conversion. It may take more than one accounting year before you get the full effect'

'Our IFRS project is helping some functions speak to other functions'

'Transition to IFRS is a good way to check that we are doing things in the best way for our business'

Advice from CFOs responding to the PricewaterhouseCoopers IFRS survey

At PricewaterhouseCoopers, we have a proven track record in assisting many hundreds of companies of all sizes and in all sectors to successfully convert to new financial reporting standards. Our conversion specialists deliver practical solutions to help you address the key challenges, such as training your people, defining data and systems requirements, communicating with key stakeholders, and managing the change without disruption to your usual business activities.

Our experience indicates that a methodical approach to the conversion process can yield wider benefits. Our TransitionIFRS Methodology is a robust, tried and tested framework that has an inherent flexibility, enabling us to adapt it to your organisation's needs.

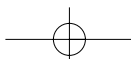
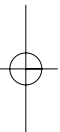
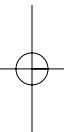
You can also take advantage of our IFRS change management tool – the TransitionIFRS e-Platform – which eases implementation by enabling you to launch manage and control every aspect of the IFRS conversion and to work collaboratively with everyone involved. From this communications platform you can easily access the expert guidance, top-quality research, training, and the one-to-one support that you need as the implementation progresses.

The change to IFRS is not just an accounting issue – target-orientated project management can be as important as knowledge about specific IFRS provisions.

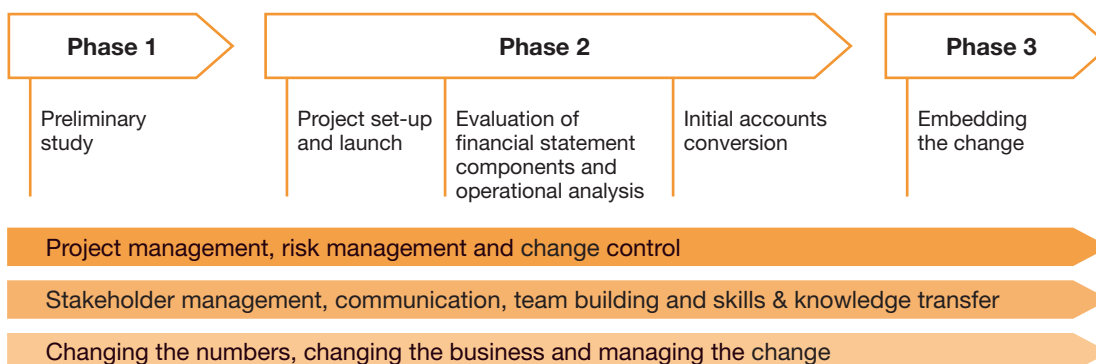
PricewaterhouseCoopers approach enables you to:

- Control the process from start to finish
- Be guided smoothly through operational problems, process and systems changes, as well as organisation and reporting issues
- Clarify resource needs, roles and responsibilities up-front
- Acquire the knowledge your people need to ensure lasting benefits to your organisation.

continued overleaf



Transition IFRS conversion methodology – three steps to success



Phase 1 – Preliminary study

This prudent first step gives the company a high level of understanding about the impact of IFRS on key numbers and ratios, and highlights key accounting issues and any potential ‘surprises’.

Phase 2 – Initial conversion

Project set-up. This is done so that the company can be run effectively while the transition project is managed to a successful conclusion.

Component evaluation and issues resolution. This results in fully-informed decisions on IFRS accounting policies

and conversion strategy, as well as on operational and systems changes.

Initial financial reporting conversion. At this stage, the first comprehensive IFRS financial statement will be prepared (but not reported externally), so that the company can see itself in the new IFRS context for the first time.

Phase 3 – Embedding

This phase enables the company to implement change in a smooth transition to a new way of operating, using the new IFRS language comfortably and authoritatively.

Companies that have successfully made the transition to IFRS have usually approached each phase of the project by focusing on three main streams that run simultaneously: changing the numbers; people and process change and adapting information systems. The priority of each stream gradually changes as progress is made.

For more information on how PricewaterhouseCoopers can help your company make the change to IFRS, please contact your local PricewaterhouseCoopers office or Marie-Anne Kong (email: marie-anne.kong@hk.pwc.com Tel: (852) 2289 2707).