Let's talk

To have a deeper conversation about how this subject may affect your business, please contact:



I specialise in tax matters relating to income tax, real property gains tax, stamp duty, service tax, tax incentives and double tax treaties.

I have been involved in tax advisory which includes group rationalisation / restructuring exercises, structured finance, M&A, and cross border transactions.

Pauline Lum

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My specialities lie in applied economics, business strategy and economic development.

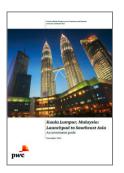
I have advised senior government ministers as well as senior management of both public sector and private sector entities on economic and strategic matters.

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Investing in future markets







Growth beyond

Investing in new markets

Businesses go where growth is, which means venturing beyond current markets and the status quo. This can include investing in new locations, products and supply chains.

These new markets have their fair share of risks and rewards. To thrive and succeed, companies need to set certain expectations and goals.

Keeping investment expectations in perspective.



Understand where you are globally and where you want to



Tolerance for ambiguity and risks – going in with your eyes wide open.



Develop framework and resources to support expansion - from identifying, assessing to completing investment deals.



There is no single business development model – one size doesn't fit all.

How we can help you

PwC can develop and work with you through various stages of your investment road map overseas or into Malaysia.

Are you looking to achieve any of these?

- Enter new markets
- Increase your market share
- Adapt to changing markets

We can support you at any stage of your investment - from market entry, growth, business improvement to exit strategies.

Where are you on the investment road map?

Where are you on the investment road map?

PwC works with you to address your investment needs.

1) Expand markets through

- Merger & acquisition (M&A)1
- Strategic alliance
- Organic growth
- ¹ Includes identifying, evaluating and negotiating M&A deals through due-diligence, valuation and structuring

2) Realise business combination benefits

- Optimise business operations
- Retain clients, talent and capabilities

3) Obtain viable and favorable financing²

- Present feasible business case to investors, bankers and regulators
- ² Loans, bonds, IPOs, private placements and project financing



Let's step it up

The only thing

approach is

required.

that is certain, is

change - a unique

"It is not the

the most

one most

change."

adaptable to

Charles Darwin

strongest... nor

intelligent that

survives. It is the





1) Assess new market attractiveness

- · Market and feasibility study
- Location evaluation



2) Capture new market share

- Through marketing and operation plans
- Supported by corporate, funding and tax plans



3) Establish new operations

- Setting up company and compliance
- · Licences/permits and incentives/ subsidies
- Project management
- Talent resourcing



1) Enhance profit margins • Streamline business functions

• Adapt products/services to customers' preference

2) Stay ahead in the changing marketplace

- Realign corporate goals, strategies and operation functions
- Value chain transformation (optimise value chain for efficiency and market fit)

3) Strengthen shareholders and investors' trust

- Corporate financial reporting
- Corporate governance
- Board effectiveness
- Investment returns and share price



1) Ensure long-term company growth

- Attract, develop and retain talent
- Address corporate responsibility and sustainability issues



2) Mitigate potential leakage

- Minimise adverse transactions (risk management, controls and fraud investigation)
- Mitigate losses from potential adverse events (business continuity management)
- · Restructure or divest nonperforming assets
- Debt restructuring

PwC | Stepping-up globally