



**EY Entrepreneur
Of The Year™**

*Celebrating 20 years of ingenuity
in Singapore*

How will entrepreneurs help to reframe our future?

Here's to the unstoppable
transforming our world.

#WEOY #EYEOYSG

Founded and produced by



EY

Building a better
working world

**The better the question.
The better the answer.
The better the world works.**



Celebrating

20 Years

Join the conversation **#WEOY #EYEOYSG**



Confrontation

Welcome

to the **EY Entrepreneur Of The Year**
Singapore 2021.



Max Loh

Managing Partner
Singapore and Brunei
Ernst & Young LLP

How does the spirit of entrepreneurship inspire generations of a better working world?

For two decades, EY has committed to celebrating the world's ambitious entrepreneurs – visionaries, innovators and changemakers that bring new ideas to life at scale, uplift quality of lives and drive socio-economic impact that ripples through societies.

Now, more than ever, we believe we can turn to entrepreneurs for inspiration in reframing our future. Leading entrepreneurs have time and again proven how they can navigate uncharted territories, overcome setbacks and thrive through uncertainty. Relentless optimism drives them to see the upsides amid adversity. Grit and tenacity propel them to always keep moving forward even when the world comes to a standstill.

This spirit of being unstoppable is something we can all embrace in our lives, using it to shape how we tackle risks and welcome new perspectives that open our eyes to unseen opportunities in our own worlds or markets.

As we mark the 20th anniversary of our awards, let us celebrate the exceptional stories of close to 100 winning entrepreneurs whom we have honored so far. Let us applaud their families and teams who have weathered the ups and downs of their journeys with them. Let us recognize the commitment of supporters and stakeholders who rally behind entrepreneurship in Singapore. All of them are the award's raison d'être – and are contributing to a better working world.

My heartiest congratulations to our winners tonight! 🎉

Partner message

from Singapore Exchange

**Pol de Win**

Senior Managing Director,
Head of Global Sales
and Origination,
SGX

Singapore is home to many exciting high-growth enterprises, and as drivers of innovation, business owners play a key role in driving economic vibrancy. But the route of entrepreneurship is often paved with challenges. It takes courage and gumption in taking the first leap to start a business but being able to adapt and respond to these challenges, is often what defines true winners.

This is what we are celebrating today – the unstoppable. The entrepreneurs whose unique growth journeys continue to inspire as we navigate a fast-changing and uncertain landscape, whose resilience, tenacity and drive constantly elevate Singapore to new heights.

On SGX's part, we will work hand-in-hand with our homegrown champions in meeting their capital needs and provide bespoke support for our enterprises as they progress and grow.

We are delighted to be partnering with EY again this year to celebrate the achievements and qualities of our entrepreneurs. Notwithstanding the ongoing pandemic, we are heartened that the community has rallied and come together again. This time, we will be hearing first-hand from our business leaders, on their journeys and what keeps them going. I trust that you will enjoy tonight's discussions. 🎧

About

EY Entrepreneur Of The Year Singapore



A unique global program that recognizes entrepreneurial achievements of individuals that demonstrate vision, leadership and success - and work to improve quality of life in their communities and countries around the world.

The annual EOY Singapore program is a pre-eminent award in the local business scene that has been honoring leading entrepreneurs for their contributions to the economy and society. For two decades, EY has been committed to supporting the entrepreneurial cause in Singapore, coinciding with the government's focus on fostering entrepreneurship and grooming local entrepreneurs to take on and flourish in the world market. 🌐

EY Entrepreneur Of The Year 2021 judging panel

The award recipients of the EY Entrepreneur Of The Year™ awards Singapore are selected by a prestigious independent panel of judges, comprising leading figures from the Singapore business community, academia and past EY Entrepreneur Of The Year winners.



(From left to right) Ashish Shastry, Lam Yi Young, Prof. Annie Koh, Wong Ngit Liong, Mark Lee, Max Loh, Png Cheong Boon and Angelene Chan

“

The ambition, foresight and grit of this year's winners are undeniable, particularly in how they nimbly navigated the challenges of their entrepreneurial journeys and the current pandemic. Whether it is through leveraging digital technologies or combining different disciplines, they innovated, pivoted and disrupted existing ways of business. Not only have they excelled against the six global judging criteria, they have achieved business excellence for their respective organizations, and also re-energized and uplifted the industries they operate in and the communities they serve.

Wong Ngit Liong

Executive Chairman, Venture Corporation Limited
Chairperson of judging panel

Meet our EY Entrepreneur Of The Year 2021 judging panel



Angelene Chan
DP Architects



Png Cheong Boon
Enterprise Singapore



Ashish Shastry
KKR Singapore Pte Ltd



Mark Lee
Sing Lun Holdings Pte Ltd



Lam Yi Young
Singapore Business Federation



Prof. Annie Koh
Singapore Management University



Wong Ngit Liong
Venture Corporation Limited
(Chairperson of judging panel)

Judging criteria

- Entrepreneurial spirit
- Financial performance/
Value creation
- Strategic direction
- National and global impact
- Innovation
- Personal integrity/
Purpose-driven leadership

Who will be
the next
**EY Entrepreneur
Of The Year?**



(Information provided by winners' companies)

How can we trust an experience we cannot see?



Connect
with Aaron

Aaron Tan

Founder and CEO
Carro

**EY Entrepreneur Of The Year -
Digital Automotive Solutions**



“

Being the best is not enough,
you must better the best.

Aaron Tan founded his first startup at 13 and sold two companies before turning 21. In 2005, Aaron was conferred the prestigious Singapore Computer Society IT Youth Year after representing Singapore in the biennial World Skills Competition when he won bronze. Aaron subsequently took a scholarship from the Infocomm Development Authority of Singapore.

As a returning scholar, Aaron helped to start Singtel's venture fund - Singtel Innov8 and spearheaded the setup of Blk71, Singapore's largest startup ecosystem while leading investments at the firm. Aaron subsequently left the firm and co-founded Carro towards the end of 2015.

In 2021, the Financial Times named Carro the fastest-growing company in Asia-Pacific with revenues of over S\$300m annually in 2021. Carro has raised over US\$450m to date and was last valued at over US\$1b by Softbank Vision Fund and several sovereign funds.

Aaron graduated Summa Cum Laude with a Bachelor of Science and Master of Science from the School of Information Systems at Singapore Management University and Carnegie Mellon University School of Computer Science.



About Carro

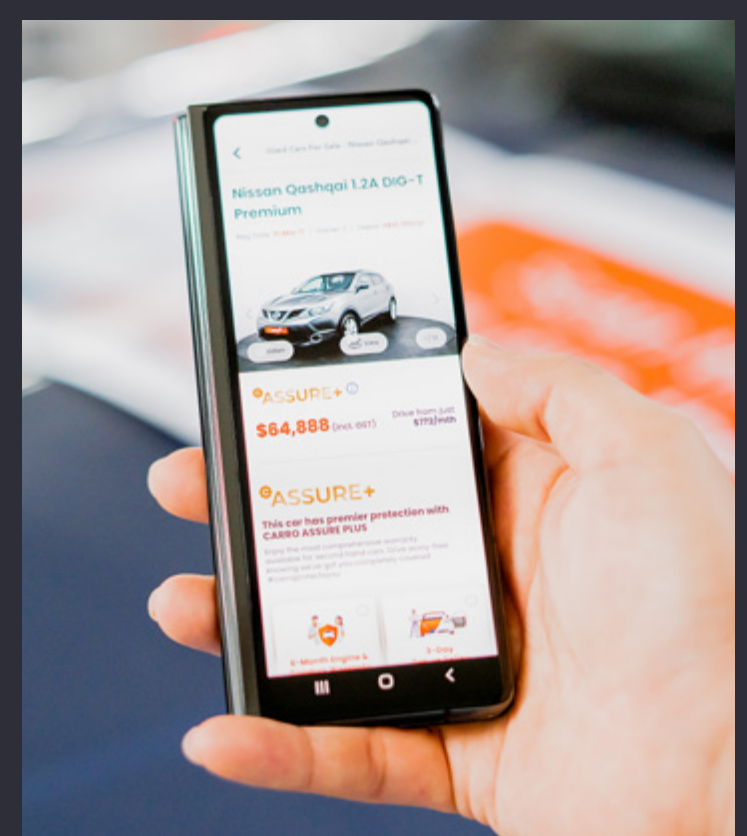
Carro is Southeast Asia's largest online auto retailer. Carro is currently present in Indonesia, Thailand, Malaysia and Singapore. The Group transacts over 100,000 vehicles annually with more than 90% of its transactions happening outside of Singapore.

Headquartered in Singapore, Carro has close to 2,000 employees in over six countries and is more than just another online automotive marketplace. Carro plays in the entire lifecycle of car ownership – ranging from lending, insurance, warranty to aftersales. Carro has transformed the experience of taking hours to buy a car to a ten-minute affair – entirely online, at the comfort of your own home.

By offering a trustworthy and transparent experience, Carro challenges the traditional way of buying and selling cars through a proprietary pricing algorithm and AI-enabled capabilities.

Founded in 2015, Carro transacts over US\$1b annualized run-rate gross merchandise value. As of June 2021, the company has raised over US\$450m in equity from SoftBank Vision Fund 2, EDBI, Mitsubishi Corporation, MS&AD Ventures, Insignia Ventures Partners and B Capital Group.

carro.sg



How do you break boundaries to unlock the growth of others?



Connect
with Alex

Alex Chua

CEO
Goldbell Financial Services

EY Entrepreneur Of The Year -
Financial Services



“

When it comes to the crunch,
it's all about attitude, passion
and ultimately true grit!

Alex Chua is on a mission to impact local SMEs positively. With the vision to extend value and provide comprehensive service to clients, Alex built a suite of loan solutions and turned Goldbell Financial Services (GBFS) into one of Singapore's fastest-growing non-bank financial institutions for SMEs.

Always looking to innovate, he has further strengthened the ecosystem by founding the Goldbell Evolution Network, a Monetary Authority of Singapore-regulated private debt investment platform, and Polaris, a launchpad for growth acceleration through co-creating financial solutions that generate additional revenue streams and economic sustainability.

Prior to GBFS, Alex spent the first half of his career as a banker at JP Morgan Hong Kong, as the Head of Equity Derivatives, Retail Structured Products Distribution, Southeast Asia. He currently sits on the board for Food From The Heart and is part of the Youth Business Affairs Committee of the Singapore Chinese Chamber of Commerce and Industry.



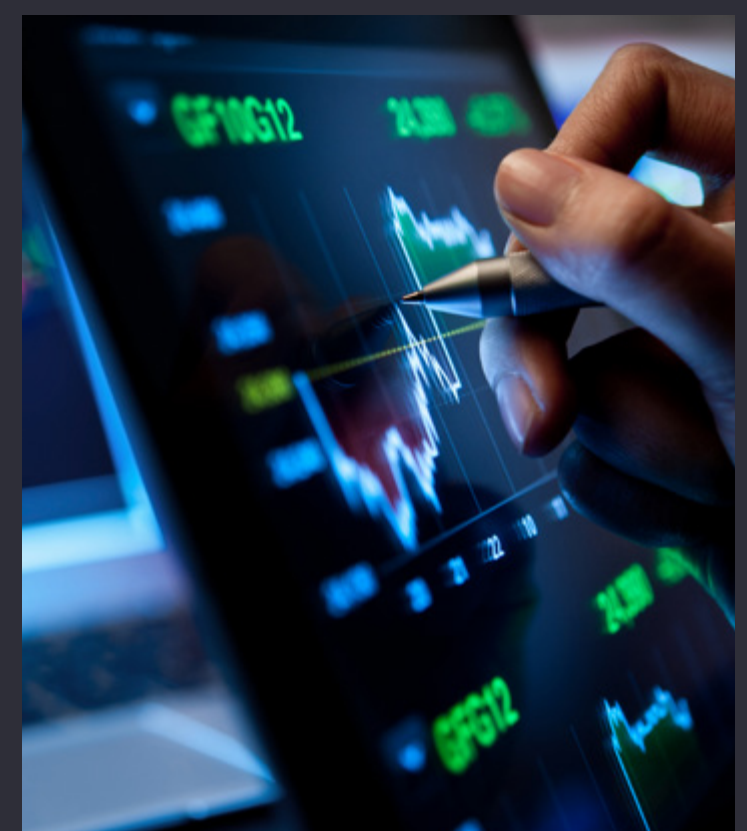
About Goldbell Financial Services

Goldbell Financial Services (GBFS) is a subsidiary of Goldbell Group, Singapore's largest commercial vehicles and industrial equipment distribution and leasing company.

GBFS is a fast-growing non-bank financial institution established to finance the visions of SMEs through innovative capability-enhancing financing solutions and it has funded more than S\$1b cumulatively (as at 31 Mar 2021). GBFS' ecosystem includes a Monetary Authority of Singapore-regulated private debt investment platform, Goldbell Evolution Network (GEN) and Polaris, which is a launchpad for growth acceleration through co-creating financial solutions that generate additional revenue streams and financial sustainability.

GBFS is one of the participating financial institutions in Enterprise Singapore's temporary bridging loan and trade loan program.

goldbell.com.sg



How can we elevate hobby to culture?



Connect
with Jackson

Jackson Aw

Founder and CEO
Mighty Jaxx

**EY Entrepreneur Of The Year -
Collectibles and Lifestyle Products**



THE
CONVENI
GINZA

“

Success is the result of a relentless, passion-fueled pursuit of one's purpose.

Jackson Aw is a serial entrepreneur who started his journey at 18, armed with a design background. He learned hard and fast in his first few failed ventures.

A collector since young, Jackson purchased a one-way ticket to China in 2012, determined to learn how collectibles were manufactured. He was inspired after a month in China and borrowed S\$20,000 from his parents to start Mighty Jaxx. 2015 was a critical turning point. Acting on instinct, Jackson pitched and secured a global licensing deal with an entertainment giant, which helped the company to grow exponentially.

Mighty Jaxx is now an award-winning future culture company that ships millions of phygital products yearly to over 80 countries. Jackson now focuses his time on Mighty Jaxx's future growth and recently closed a Series A round led by Chinese technology company, Tencent.



About Mighty Jaxx

Founded in 2012, Mighty Jaxx is an award-winning future culture company that designs and manufactures tech-enabled collectibles and lifestyle products in partnership with the greatest talents in the world as well as global brands such as Hasbro, Sesame Street, Toei Animation, Cartoon Network, Nickelodeon, Warner Brothers, DC Comics, Looney Tunes and more, shipping millions of collectibles to over 80 countries worldwide.

With a mission to supercharge future culture phygitally, Mighty Jaxx is building an integrated platform to empower future pop culture brands with end-to-end supply chain of collectibles, including artist development and incubation, proprietary IP operation and providing global consumers access to experiential retail. Mighty Jaxx is future culture.

mightyjaxx.com



How can we engineer peace of mind?



Connect
with Dr. Zhou



Dr. Zou Ruiyang
Co-founder and CTO
MiRXES



Dr. Zhou Lihan
Co-founder and CEO
MiRXES



Isaac Ho
CIO
MiRXES

“

One should always **lead by example, be agile and fearless** when making decisions.

Dr. Zhou Lihan oversees MiRXES's overall strategy and global operations, and has propelled the company into a leader in disease early detection.

Prior to founding MiRXES, Dr. Zhou led a research team at the Bioprocessing Technology Institute, A*STAR to develop a novel microRNA (miRNA) qPCR assay platform for biomarker and therapeutic target discovery. In 2015, Dr. Zhou was recognized by MIT Technology Review as a member of "Innovators Under 35". Dr. Zhou obtained his PhD, Biochemistry from Yong Loo Lin School of Medicine, National University of Singapore. He has authored and co-authored more than 20 peer-reviewed publications and has several patent applications.



Dr. Zou Ruiyang

Co-founder and CTO
MiRXES

Dr. Zou Ruiyang is responsible for MiRXES's technology and diagnostic test developments, and also oversees operations in China. Prior to founding MiRXES, he was the Head of Bioinformatics at the miRNA Signature Identification Center, A*STAR. He has a passion for science and is continuously innovating to discover technology that can be developed to practical applications and delivered to the public. Dr. Zou has a PhD in Chemical and Pharmaceutical Engineering from Singapore-MIT Alliance, Singapore. He also successfully completed his dual degree in 2007 where he attained Bachelor of Science, Molecular Science and Engineering, Nankai University, Tianjin, China, and Bachelor of Engineering, Molecular Science and Engineering, Tianjin University, Tianjin, China. Dr. Zou has co-authored more than 10 publications and has 8 patents and applications.



Isaac Ho

CIO
MiRXES

Isaac Ho oversees corporate development and investor relations as well as builds strategic partnerships with key health care players and financial institutions. Prior to MiRXES, Isaac founded Singapore Health, and subsequently VentureCraft Group, a Singapore government accredited co-investment partner and incubator in the health care and biomedical sciences sector. He is a veteran in entrepreneurship, investment and business management. Under his leadership, Venturecraft Group was appointed as an accelerator under SPRING Singapore's Sector Specific Accelerator Programme for Biomedical Sciences. Isaac graduated from Deakin University with a Bachelor's Degree in Commerce (Marketing and Management).



About MiRAXES

MiRAXES is a Singapore-headquartered biotechnology company focused on improving and saving lives with RNA-powered cancer early detection tests.

MiRAXES' story began in early 2000 when the founders pioneered a highly sensitive, specific and robust detection technology for MicroRNA (miRNA), the smallest genetic material ever found in human and other living organisms. Realizing the potential of miRNA-based clinical applications in solving unmet needs in cancer, cardiovascular, metabolic and infectious diseases, MiRAXES decided to bring its technology from laboratory to clinic. In 2014, MiRAXES spun off from A*STAR to commercialize the technology, develop accurate multi-cancer early detection solutions and make them readily available and accessible.

MiRAXES believes that the future of health care will shift from treating the sick to preventive health care. The company's focus on science and innovation will continue as it commits to changing lives and delivering preventive health care solutions to all.

mirxes.com



How can financial wellbeing be a reality, rain or shine?



Connect
with Walter

Walter de Oude

Founder and Deputy Chairman
Singlife

**EY Entrepreneur Of The Year -
Digital Insurance Solutions**



“

Go big or go home.
Nothing is impossible.

Walter de Oude established Singlife in 2017 with the vision of creating a digital connected financial ecosystem that makes money work harder for a mobile-first generation of customers.

Starting by reshaping how insurance is delivered digitally and efficiently, and following with the launch of the Singlife account, Singlife transformed how customers think about insurers for the better. Under Walter's leadership, Singlife successfully acquired a 75% stake in Aviva Singapore in Singapore's largest insurance deal to bring two complementary companies together to build a homegrown insurer serving over one million customers.

Walter previously led HSBC Insurance Singapore as CEO and has held senior roles across Asia in his career spanning over two decades in insurance and financial services.

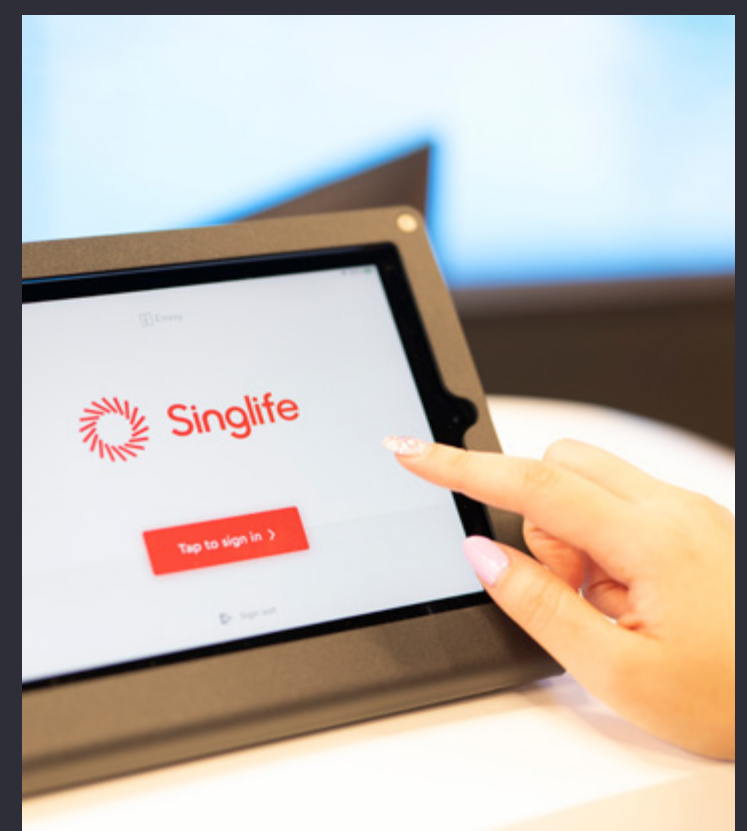
For his entrepreneurship, innovation and passion, Walter was recognized by Business Insider in 2020, naming him as one of the "100 People Transforming Business".



About Singlife

Singlife is a Singapore-based financial institution that aims to unlock the potential of money by making financial services more convenient, transparent and accessible. Licensed in 2017, Singlife has since been innovating its solutions to meet the needs of mobile-first customers and to provide a full suite of connected financial service offerings, reshaping Singapore’s financial services industry. Singlife launched Singapore’s first insurance-savings plan with an accompanying Visa debit card in 2020. That same year, Singlife announced its merger with Aviva Singapore in Singapore’s largest insurance deal with the combined business valued at S\$3.2b. Singlife was awarded “Digital Life Insurance Initiative of the Year” by the Insurance Asia Awards in 2020 and continues to give its customers a seamless connected financial experience.

singlife.com





EY Entrepreneur
Of The Year
Singapore Academy


20
Years



In 2005, the EY Entrepreneur Of The Year Singapore Academy was launched to form a community among honorees of the EY Entrepreneur Of The Year Singapore. This network, comprising a select group of outstanding entrepreneurs, has been pivotal in shaping Singapore's entrepreneurial ecosystem. The Academy has also played an important role in inspiring the next generation of promising entrepreneurs to share ideas, forge valuable friendships, and foster new business ties and philanthropy.



 EY Entrepreneur Of The Year Singapore

 EY World Entrepreneur Of The Year 2011

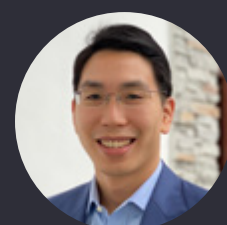
2020



Ian Ang
Secretlab
Consumer Products



Richard Koh Seoh Leng
M-DAQ Pte Ltd
Financial Technology



Leong Jia-Le, Eric
Mlion Corporation Pte Ltd
Industrial Solutions

2019



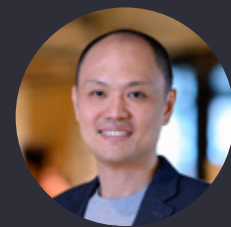
David (Hyonmoo) Lee
IYUNO Media Group
Digital Media Supply Chain



Ron Tan
Cityneon Holdings
Media and Entertainment



Ng Gim Choo
EtonHouse International
Education Group
Education



Kong Wan Sing
JustCo
Workspace Solutions



Yeah Hiang Nam (PBM)
ValueMax Group Limited
Financial Services

2018



Jeffrey Tiong
PatSnap
Analytics Intelligence



Von Lee Yong Miang
Expand Construction Pte Ltd
Engineering and
Construction



Cheong Chia Chou
Pictureworks Pte Ltd
Media and Lifestyle



Christopher Ng
Rigel Technology (S) Pte Ltd
Sustainable Bathroom
Solutions



Laurent Junique
Teledirect Pte Ltd
(now TCDX)
Outsourced Solutions

2017



Dr. Shi Xu
Nanofilm Technologies
International Pte Ltd
Diversified Engineering



**Chia Yoong Hui and
Sia Teck Chong**
Ascenz Pte Ltd
Maritime Technology Solutions



Lennon Tan
JK Tech Group (now Adera Global)
Advanced Manufacturing



Derrick Yap
PBA International Pte Ltd
Diversified Engineering

2016



David Low Chor Hoon
Futuristic Store Fixtures Pte Ltd
Manufacturing Supply Chain



Lawrence Leow
Crescendas Group
Diversified Industries



Helene Raudaschl
Indoguna Singapore Pte Ltd
Food and Beverage Distribution



Dato' Sri Dr. Lim Yong Guan
Soo Kee Group Ltd
Lifestyle and Retail

2015



Dr. Michael Tan
Fullerton Healthcare Pte Ltd
Health Care



Forrest Li
Garena (now SEA)
Internet and Mobile



Neo Kah Kiat (PBM)
Neo Group Ltd
Food and Beverage



Mark Lee
Sing Lun Holdings Ltd
Manufacturing

2014



Dr. Kar Wong
Advanced Group of
Companies
Engineering Services and
Process Equipment Solutions



Susan Chong
Greenpac (S) Pte Ltd
Sustainable Packaging
Solutions



Ong Tze Boon
ONG&ONG
Professional Services



Alfred Chua
The Wok People
Food and Beverage

2013



Paul Loo Lip Giam
Focus Network Agencies (S)
Pte Ltd
Retail and Consumer Products



Loi Pok Yen
CWT Ltd
Logistics

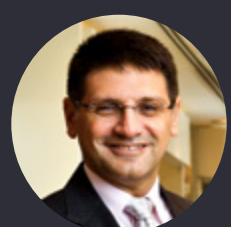


Glendle Sim
Mencast Holdings Ltd
Marine and Offshore
Engineering Services

2012



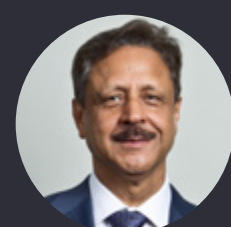
John Lim
ARA Asset Management Ltd
Financial Services



Douglas Benjamin
F J Benjamin Holdings Ltd
Lifestyle and Retail



Martin Gui
Facility Link Pte Ltd
Commercial and
Industrial Services




Dr. Shahzad Nasim
Meinhardt Group
International Ltd
Engineering



Mohamed Salleh Marican
Second Chance Properties Ltd
Business and Consumer
Products

 EY Entrepreneur Of The Year Singapore

 EY World Entrepreneur Of The Year 2011

2011



Richard Eu
Eu Yan Sang International Ltd
Traditional Health Care



Dr. Derek Goh
Serial System Ltd
Electronic Components Distribution



Andrew Tjioe
Tung Lok Restaurants (2000) Ltd
Lifestyle

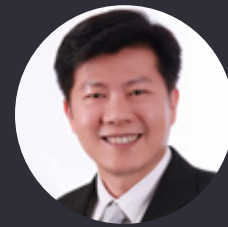
2010



Olivia Lum
Hyflux Ltd
Environmental Solutions



John Tan
ACR Capital Holdings Pte Ltd
Financial Services



Dr. Ng Chin Siau
Q & M Dental Group (Singapore) Ltd
Health Care Services

2009



Arnaud Vaissie
International SOS
International Health Care



Richard Ong
Straits Asia Resources Ltd
Natural Resources

2008



Sunny George Verghese
Olam International
Commodities Supply Chain



Ong Pang Aik
Lian Beng Group Ltd
Construction

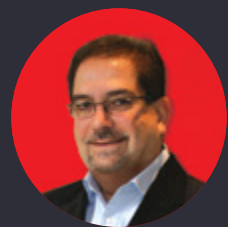


Sim Giok Lak
Zicom Group Ltd
Industrial Products

2007



Dr. Robert Yap
YCH Group Pte Ltd
Logistics



Nash Benjamin
F J Benjamin Holdings Ltd
Lifestyle



David Loke
Tru-Marine Pte Ltd
Marine Engineering



Dr. Stephen Riady
Auric Pacific Group Ltd
Strategic Investment



Richard Tay
YHI International Ltd
Manufacturing

2006



David Teo
Super Coffeemix Manufacturing Ltd
(now Super Group Ltd)
Manufacturing and Business Services



Jagdev Singh Gill
RSH Ltd
Lifestyle and Consumer Services



Dr. George Quek
BreadTalk Group Ltd
Emerging

2005



Ho Kwon Ping
Banyan Tree Holdings Ltd
Lifestyle, Hospitality and Retail



Tay Liam Wee
Sincere Watch Ltd
Lifestyle and Retail



Sam Goi
Tee Yih Jia Food Manufacturing Pte Ltd
Services and Business Products

2003



Ron Sim
Osirn International Ltd
(now V3 Group Ltd)
Master Entrepreneur Of The Year



Olivia Lum
Hyflux Ltd
Manufacturing and Industrial Products



Sunny George Verghese
Olam International Ltd
Services

2002



Wong Ngit Liong
Venture Corporation Ltd
Master Entrepreneur Of The Year



Steve Ting
Frontline Technologies Corporation Ltd
Business Services and Technology

EY World Entrepreneur Of The Year™

EY World Entrepreneur Of The Year™ celebrates the vision, insight and determination of entrepreneurs from around the globe. Each year, country winners from around the world come together to vie for the coveted EY World Entrepreneur Of The Year title. Transcending national boundaries, the world award recognizes the global impact of entrepreneurs and honors their outstanding achievements, providing them an exclusive platform to network and plan their next growth strategy. 🌐

“

Entrepreneurs forge on no matter what difficulties they face, fueled by their vision and passion, the trust placed in them, and their belief in innovation.

Jungjin SEO

Honorary Chairman
Celltrion Group
South Korea

EY World Entrepreneur Of The Year 2021





2021
JungJin SEO
Celltrion Group
South Korea



2020
Dr. Kiran Mázumdar-Shaw
Biocon Limited
India



2019
Brad Keywell
Uptake Technologies, Inc.
United States



2018
Rubens Menin
MRV Engenharia e
Participações S.A
Brazil



2017
Murad Al-Katib
AGT Food and
Ingredients Inc
Canada



2016
Manny Stul
Moose Enterprise Holdings
& Controlled Entities
Australia



2015
Mohed Altrad
Altrad
France



2014
Uday Kotak
Kotak Mahindra Bank
India



2013
Hamdi Ulukaya
Chobani, Inc.
United States



2012
James Mwangi
Equity Bank Limited
Kenya



2011
Olivia Lum
Hyflux Limited
Singapore



2010
Michael Spencer
ICAP plc
United Kingdom



2009
Cho Tak Wong
Fuyao Glass Industry Group
Mainland China



2008
Dr. Jean-Paul Clozel
Actelion Pharmaceuticals Ltd
Switzerland



2007
Guy Laliberté
Cirque du Soleil
Canada



2006
Bill Lynch
Imperial Holdings
South Africa



2005
Wayne Huizenga
Huizenga Holdings Inc.
United States



2004
Tony Tan Caktiong
Jollibee Foods Corporation
Philippines



2003
Narayana Murthy
Infosys Technologies Limited
India



2002
Stefan Vilsmeyer
BrainLAB AG
Germany



2001
Paolo della Porta
Saes Getters S.p.A.
Italy

145 cities
60 countries
1 award



EY Family Business Award of Excellence 2021

Goldbell Group

The EY Family Business Award of Excellence honors family enterprises that excel in driving business growth and building the family legacy. The award is jointly selected by knowledge partners, Business Families Institute @ Singapore Management University and the Wendel International Centre for Family Enterprise, INSEAD.



Arthur Chua
CEO
Goldbell Group



Alex Chua
CEO
Goldbell Financial Services

“

Anticipating needs, surpassing expectations,
forging valued relationships and driving forward as one –
it is always more than just business for us.

Arthur Chua
CEO, Goldbell Group

Goldbell Group is Singapore's largest player in leasing and distribution of commercial and industrial vehicles. Literally a driving force behind Singapore's growing economy, Goldbell has been providing corporate financial services and industry-wide transport and logistic solutions – passenger and commercial vehicles, as well as material handling equipment – for over four decades.

With the vision to be a leading player in the future mobility landscape for smart cities, Goldbell's Future Mobility division focuses on five main aspects.

goldbell.com.sg

- 1 Advance its core business through deployment of innovative and functional technologies
- 2 Venture-invest into disruptive start-ups
- 3 Operate the MoveSG accelerator to catalyze the growth of future technology champions in the area of mobility, transport, and logistics
- 4 Venture-build businesses of the future including a shared mobility technology company and an autonomous warehousing solutions company
- 5 Establish an AI Tech Talent Hub incorporated fund



“

Goldbell is a family business, and we care for everyone in the company like a family. Our culture binds us together and has kept us resilient across good and bad times. It is genuinely remarkable to still be learning from 40-year veterans who have been with us since our early days.

Alex Chua

CEO, Goldbell Financial Services



1980

Established Goldbell Engineering Pte Ltd as a distributor.



1995

Incorporated Motorviva Pte Ltd to distribute European-made commercial vehicles.

2007

- ▶ Incorporated Goldbell Car Rental Pte Ltd to provide leasing of passenger vehicles.
- ▶ Incorporated Goldbell Corporation Pte Ltd to incorporate GBL and STVE as the industrial vehicles leasing arm.

2012

Established Goldbell Equipment Vietnam to provide tailored industrial equipment solutions in Vietnam.



1990

Incorporated Goldbell Leasing Pte Ltd. Goldbell entered into leasing of commercial vehicles and material handling equipment.



2005

Acquired STVE Pte Ltd, a major competitor in leasing of industrial vehicles and specialized vehicles.

2011



Acquired Goldbell Equipment Sdn Bhd (formerly known as Hup Soon Industrial Equipment Sdn Bhd), which specializes in sales and rental of material handling equipment.

2015

- ▶ Established Goldbell Financial Services, a non-bank financial institution that empowers the visions of SMEs.
- ▶ Acquired Nichiyu Asia (M) Sdn Bhd to distribute Nichiyu Forklift in Malaysia.
- ▶ Incorporated Goldbell Investments, a global corporate venture capital fund.

2016



Co-founded first venture build: SWAT Mobility, an AI Software as a Service company and one of the leading players in the global ride-pooling space.

2019

Established the MoveSG Accelerator, a mobility-focused global acceleration program.

2021



Acquired BlueSG, Singapore's largest electric car sharing service.

2018

- ▶ Incorporated Goldbell Evolution Network (GEN) Pte. Ltd, a private debt investment platform.
- ▶ Launched the next venture-build: xSQUARE, an intelligent warehouse and autonomous forklift – AI stack provider in 2018 with commercial customers both locally and regionally.



2020

- ▶ Launched Polaris, a launchpad for businesses aspiring to accelerate their growth that is powered by Goldbell Financial Services.
- ▶ Launched Pilon (Philippines), a technology agency providing digital solutions for financial institutions.
- ▶ Launched RAI Capital (Cambodia), a peer-to-peer lending platform in Cambodia designed for micro entrepreneurs and individuals to promote financial inclusion.
- ▶ Launched STEER (minimum viable product pilot), a car-as-a-service (CaaS) app.

2022 Q1

Launch of Cube3 Ventures, a smart mobility and smart city fund that bridges the gap between Deep Tech, Deep Talent and Deep Market.



R3IMAGINING VENTURE CAPITAL

DEEP TECH | DEEP TALENT | DEEP MARKET





Djoko Susanto

Founder, PT Sumber Alfaria Trijaya Tbk (Alfamart)

Djoko Susanto's unflinching determination, passion and strong entrepreneurial spirit have brought about his success and remarkable achievements. The values of humility and integrity are deeply ingrained in his daily life.

The establishment of Alfamart back in 1999 when Indonesia was undergoing challenging times demonstrated his risk-taking mindset and long-term vision on the potential of the minimarket business and how it enables Indonesians to purchase groceries easily and conveniently.

Djoko is recognized not only as the founder of Alfamart and a leader, but also as a motivator and source of inspiration. His strong business acumen and the trust he gives to the management to run and grow the business have made Alfamart what it is today.

Djoko's informal leadership style is what the Alfamart management and its employees most appreciate and admire. His simple life prior to establishing Alfamart and his remarkable rise to success and fortune is a motivation and inspiration to others.

“

Confidence, focus and hard work are the keys to success in seizing opportunities.



PT Sumber Alfaria Trijaya Tbk (SAT), Alfamart, started its first store in Tangerang, Banten, Indonesia in 1999, and has now grown to be one of the largest and leading retailers of fast-moving consumer goods in Indonesia after its IPO in 2009. Currently, it has a market capitalization of around US\$4b. Having more than 16,000 minimarket stores (including approximately 4,000 franchised stores) nationwide, supported by 500 suppliers and 32 distribution centers, SAT employs more than 130,000 people and serves over 4 million customers every day.

By integrating its offline and online business model through Alfacart Apps, offering ready-to-eat-and-drink food and beverage, and implementing a new concept of shopping with coworking space (Alfaexpress, Alfamart Drivetruck, and AlfaX), SAT demonstrates agility in catering to changing consumer demand.

While SAT continues to pursue its business growth and expansion, it also contributes back to the community by implementing initiatives to support employee welfare such as providing masks, vitamins and hand sanitizers. SAT also waived rental fees in May-June 2020 and provided subsidies to SME tenants, distributed food packages, provided self-isolation facility equipped with medical equipment and a paramedic team, and donated oxygen concentrators to support the government's efforts to tackle the pandemic.

alfamart.co.id



EY Entrepreneur Of The Year partners and supporters

Partner:



Singapore Exchange is Asia's leading and trusted securities and derivatives market infrastructure, operating equity, fixed income, currency and commodity markets to the highest regulatory standards. It also operates a multi-asset sustainability platform, SGX FIRST or Future in Reshaping Sustainability Together (sgx.com/first).

SGX is committed to facilitating economic growth in a sustainable manner leveraging its roles as a key player in the ecosystem, a business, regulator and listed company. With climate action as a key priority, SGX aims to be a leading sustainable and transition financing and trading hub offering trusted, quality, end-to-end products and solutions.

As Asia's most international, multi-asset exchange, SGX provides listing, trading, clearing, settlement, depository and data services, with about 40% of listed companies and over 80% of listed bonds originating outside of Singapore. SGX is the world's most liquid international market for the benchmark equity indices of China, India, Japan and ASEAN. Headquartered in AAA-rated Singapore, SGX is globally recognized for its risk management and clearing capabilities.

sgx.com

Official media partners:

PORTFOLIO

Incorporated in 2002, Media Group is a leading publishing house and digital media services company whose award-winning content attracts diversified local and regional audiences from the luxury lifestyle, interior and architecture to special interest sectors through print, digital, video and social platforms.

Our rich content, dynamic events, and creative production engage and build a strong following of discerning audiences with access to established platforms for idea discovery, opinions, products and experiences, and the way influences are informed, inspired, and connected.

portfoliomagsg.com

THE BUSINESS TIMES

The Business Times (BT), a member of SPH Media Limited, is Southeast Asia's leading financial daily. BT brings its readers daily corporate, financial, economic and political news, analysis and commentary on both print and digital platforms.

It provides readers with in-depth coverage of Singapore and Asian business and economic developments, as well as global trends that impact Singapore business. BT's lifestyle journalists bring busy executives the latest in recreation, entertainment, the arts, design, food and shopping.

businesstimes.com.sg



As Singapore's only weekly business and investment newspaper, The Edge Singapore has evolved into a highly regarded medium by both readers and advertisers. It is today a much sought-after economic resource that provides an independent, in-depth and indispensable coverage of corporate news and thought leadership content from Singapore and the region.

It actively pursues and delivers timely stories, information, and opinions with an inquisitive and analytical spirit. The Edge Singapore strives to engage leaders in intellectually demanding conversations and ideas with the goal of impacting positive socio-economic progress.

theedgesingapore.com

Supporters:



Action Community for Entrepreneurship (ACE) is the national voice for the Singapore startup ecosystem, and a key trade association representing the interests of startups in Singapore. ACE has more than 2,000 members, representing over 1,300 startups.

Working closely with the Government and startups, ACE aims to promote entrepreneurship, catalyze new growth opportunities, scale startups and build champion enterprises. ACE constantly seeks to build a vibrant and sustainable startup ecosystem in Singapore, and focuses on five key pillars: Startups, Corporations, Institutes of Higher Learning, Risk Capital, and Public Sector.

ACE was established in 2003 by the Singapore Ministry of Trade and Industry, and re-launched as a private sector-led, non-profit organization in 2014.

ace.org.sg



As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between the government and businesses in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking.

sbf.org.sg



Enterprise Singapore is the government agency championing enterprise development. The agency works with committed companies to build capabilities, innovate and internationalize.

It also supports the growth of Singapore as a hub for global trading and startups, and builds trust in Singapore's products and services through quality and standards.

enterprisesg.gov.sg



SkillsFuture Singapore (SSG) drives and coordinates the implementation of the national SkillsFuture movement, promotes a culture of lifelong learning and strengthens the ecosystem of training and adult education in Singapore. Through a holistic suite of national SkillsFuture initiatives, SSG enables Singaporeans to take charge of their learning journey in their pursuit of skills mastery. SSG also works with key stakeholders to ensure that students and adults have access to high quality and industry-relevant training that meet the demands of different sectors of the economy for an innovative and productive workforce.

ssg.gov.sg

EY Family Business Award of Excellence knowledge partners:



**Business Families
Institute**



Since 2010, the Singapore Management University (SMU) had recognized the emergence of Asian business families and discerned that they require specifically contextualized thought leadership and applied knowledge. In response to the growing needs of business families in Asia, SMU established the Business Families Institute (BFI) in August 2012.

BFI@SMU collaborates with various partners, academic or practice, to be a leader in Asian business family-related knowledge. The Institute also encourages business families to Think Generations, Think Growth, Think Giving and Think Global. In doing so, BFI@SMU addresses business family-specific issues such as succession, family governance, entrepreneurship and wealth management. The mission of BFI@SMU is to enable business family members to be engaged and responsible stewards of their families, businesses and communities, through education, research and ecosystem support.

bfi.smu.edu.sg

With more than 20 years of expertise in the unique dynamics of family enterprises, the INSEAD Wendel International Centre for Family Enterprise is a leading international resource for family business. In 1997, the Wendel family founded the Large Family Firm Chair and INSEAD offered our first Family Business MBA elective. Since then, the Center has been continuously generating research and sharing knowledge that benefits family businesses.

Research is at the base of the Center's activities. The Center's mission is to improve family firms' long-term performance through tailored programs and activities. Its events and educational program benefit family firms around the globe. The INSEAD Wendel Centre for Family Enterprise has adopted a wider advocacy role by raising awareness and understanding of the importance of family enterprise as a business model: family firms represent the most prevalent type of companies worldwide.

insead.edu/centres/family-enterprise

EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

© 2021 Ernst & Young Solutions LLP.
All Rights Reserved.

APAC no. 12002715
ED None

Ernst & Young Solutions LLP (UEN T08LL0784H) is a limited liability partnership registered in Singapore under the Limited Liability Partnerships Act (Chapter 163A).

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, legal or other professional advice. Please refer to your advisors for specific advice.

The views of the third parties set out in this video are not necessarily the views of the global EY organization

ey.com