



CAS International Network Limited

COMPANY PROFILE

A Growing
**Professional
Network**





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Message from the Chairman

Embracing the Future: Pioneering the Evolution of the Accounting Industry



J. Selvarajah

Dear Esteemed Members,

I write to you today as Chairman of our distinguished professional network, inspired by the remarkable vision and unwavering commitment each of you brings to our community. As we stand at the threshold of a new era, it is crucial that we contemplate the future developments of the accounting industry and the disruptive forces of Industry 4.0 that beckon us to transform.

Industry 4.0 has ushered in an era of technological advancements that hold immense potential for reshaping the landscape of our profession. The convergence of artificial intelligence, robotics, cloud computing, and data analytics presents both challenges and unprecedented opportunities. Our responsibility as leaders in the accounting industry is to embrace this change and actively seek avenues to leverage it for our collective growth and prosperity.

To navigate the dynamic currents of this transformative journey, we must unite around a shared vision, focusing on the following key aspects:

1. **Anticipating Industry Trends:** We must remain vigilant and continuously monitor the ever-evolving trends within our industry. By analyzing the emerging technologies, changing regulatory landscape, and evolving client expectations, we can position ourselves as early adopters and thought leaders, ensuring that our members stay at the forefront of innovation.
2. **Innovation and Continuous Learning:** Our network prides itself on fostering a culture of innovation and lifelong learning. We must encourage our members to embrace a growth mindset, constantly seeking new knowledge and upskilling in areas like data analytics, cybersecurity, and blockchain technology. By nurturing a culture of curiosity and innovation, we will empower our members to meet the evolving needs of the industry head-on.
3. **Collaboration and Collective Intelligence:** Our network's true strength lies in the collective intelligence of our members. Collaboration and knowledge sharing are paramount in overcoming the challenges posed by Industry 4.0. Let us cultivate an environment where vibrant discussions, idea exchange, and collaboration thrive. By harnessing our diverse expertise and experiences, we can shape the future of the accounting industry together.
4. **Transformation and Value Creation:** As leaders, we have a responsibility to drive transformation within our organizations and the wider industry. Let us challenge the status quo, reimagining traditional practices, and embracing automation and digital solutions. By doing so, we will create greater value for our clients, enabling them to make more informed decisions in an ever-changing business landscape.

The future of the accounting industry demands our proactive involvement and unwavering commitment to innovation. Together, we can create an environment where disruption becomes an opportunity and change becomes our competitive advantage.

I invite each and every one of you to embark on this exhilarating journey with us. Let us seize the boundless possibilities that Industry 4.0 offers and shape a future where the accounting industry remains indispensable, relevant, and forward-thinking.

Thank you for your dedication to our shared vision and for being an integral part of our professional network.

With warmest regards,

Mr J. Selvarajah

Chairman, CAS International Network Limited

Message from the CEO

Empowering Our Members for Success: Our Plan for the Future

Dear Esteemed Members,

As the CEO of our esteemed professional network, I am thrilled to share with you our comprehensive plan to support your growth, success, and adaptability in an era marked by the disruption of Industry 4.0. With our unwavering commitment to your professional development and the achievement of your goals, we embark on a journey that will unlock your potential in remarkable ways.

- 1. Continuous Learning:** Learning is the cornerstone of progress. Our network is dedicated to providing you with a diverse range of learning opportunities. We will curate and deliver cutting-edge training programs, webinars, and workshops focused on emerging technologies, industry trends, and the necessary skills for future success. By investing in your continuous learning, we will equip you with the tools to navigate the evolving landscape of the accounting industry confidently.
- 2. Collaboration and Networking:** We believe that collaboration fosters innovation and growth. Our network will facilitate meaningful connections and networking opportunities among our members. We will organize events, conferences, and forums where you can exchange ideas, share best practices, and engage with industry experts. By fostering a vibrant community of collaboration, we aim to empower you with a network that amplifies your influence and expands your horizons.
- 3. Transformation and Innovation Support:** Embracing transformation can be both exhilarating and challenging. As your network, we are committed to providing you with the resources and guidance necessary to navigate this journey successfully. We will connect you with thought leaders, experts, and mentors who will inspire and guide you through the transformational process. Additionally, we will share case studies, success stories, and practical insights that illuminate the path to embracing Industry 4.0 in your organizations.
- 4. Advocacy and Representation:** As your voice in the industry, we will advocate for policies and frameworks that support the responsible integration of disruptive technologies within the accounting profession. We will actively engage with regulatory bodies, policymakers, and stakeholders to shape the future of our industry and ensure that your interests are represented at the highest levels.

In closing, our plan is rooted in our deep commitment to your success and growth. We are here to empower you, providing the tools, support, and opportunities needed to navigate the challenges and seize the opportunities presented by Industry 4.0.

Together, we will embark on a transformative journey that positions you at the forefront of the accounting industry's evolution. I invite you to embrace this plan, collaborate with fellow members, and leverage our network's resources to achieve your goals and shape a prosperous future.

Thank you for your trust, dedication, and commitment to our shared vision.

With warmest regards,

Gareth Leong

CEO, CAS International Network Limited



Gareth Leong

The Need to Unlock True Synergy

The need for a new, inclusive and innovative professional network is clear. The existing professional networks, while established, are too segmentised and limiting.

Minimal resource-sharing and synergy among professional firms limit their value-creation potential. Professional firms could achieve so much more; hence, the opportunity cost is high.

CAS International is here to address these matters, unlocking true synergy among professional firms.

Synergy is what CAS International strives to create for the benefit of all.



Synergy happens when one plus one equals ten, a hundred, or even a thousand. It's the profound result when two or more respectful human beings surpass their preconceived ideas to meet a great challenge.

*Stephen Covey,
an international entrepreneur and author*



CAS International, the Springboard Towards Even Greater Heights

CAS International is an inclusive professional network for advisory, consulting, accounting, auditing, taxation, corporate services and other service providers worldwide.

We strive to create maximum value for growing high-calibre businesses. When they meet and synergise, they achieve great heights together.

Growing,
high- calibre
businesses



Driven,
supportive
business & other
services



***Achieving Great Heights,
Together***



One Grand Vision

To create a globally inclusive and collaborative business landscape that fosters growth, prosperity, and excellence for enterprises and professionals



Three Clear Missions

- To **unlock true synergy** among businesses and professional firms
- To **propel the growth** of businesses and professional firms,empowering them to reach even greater heights
- To **advance society** via ethical, meaningful and sustainable businesses





INTERNATIONAL



Proud International Presence

6 Countries, 21 Offices, 500 Professional staff – And Still Counting

OUR MEMBER



An international presence enables all CAS International members to aggregate the best network, resources, insights and capabilities to create immense value for growing, high-calibre businesses worldwide.

The value creation is made possible thanks to CAS International's established presence across 6 countries, namely Malaysia (13 offices), Singapore (1 office), Thailand (1 office), Indonesia (4 offices), Hong Kong (1 office) and the United Kingdom (1 office).

The 21 offices across these 6 countries complement each other, creating the a strong and shared springboard for all its members.



Three Case Studies

#Case Study 1:

Regional Expansion of a Detergent Manufacturer & Distributor



Pain Points

A local detergent manufacturer & distributor wants to expand regionally. It knows which market to penetrate but is unfamiliar with the business regulations and tax structures of different countries.



Solutions

CAS members enlighten this company on the business regulations & tax structures of different countries, set up corporate entities at these target markets and manage compliance well.



Outcomes

The company has successfully penetrated the regional market and set a strong foothold in 4 Southeast Asia countries with growing revenue and clientele. It also enjoys reliable, hassle-free accounting, audit and taxation services by the appointed CAS members.

#Case Study 2:

Acquiring Smaller Competitors to Strengthen Market Position



Pain Points

A leading apparel retailing company is looking to acquire a number of smaller competitors to reduce unhealthy competition and strengthen market position. However, it lacks M&A capabilities. Significant revenue is compromised.



Solutions

CAS members represent this company (the buyer) to negotiate with its smaller competitors (acquisition targets) for acquisitions at fair or discounted valuations, provide legal support and close the deals neatly.



Outcomes

This company has successfully acquired 5 of its smaller competitors within 18 months while retaining all focus on its business. Post-acquisition, the company has been enjoying a strengthened market position, brand name and valuation.

#Case Study 3:

Expanding Rapidly via Corporate Fundraising & Franchising



Pain Points

A wellness company is equipped with solid wellness services that are well received by the market. However, rapid expansion is not possible due to high CAPEX. The company requires USD 2 million in funding to catalyse growth. It is also unfamiliar with franchising.



Solutions

CAS members assist the company in achieving franchising status and making it franchise-ready in terms of brand, operations and governance. Then, they raise USD 2 million in funds from strategic investors who bring in more than 10 passionate & capable franchisees within 12 months.

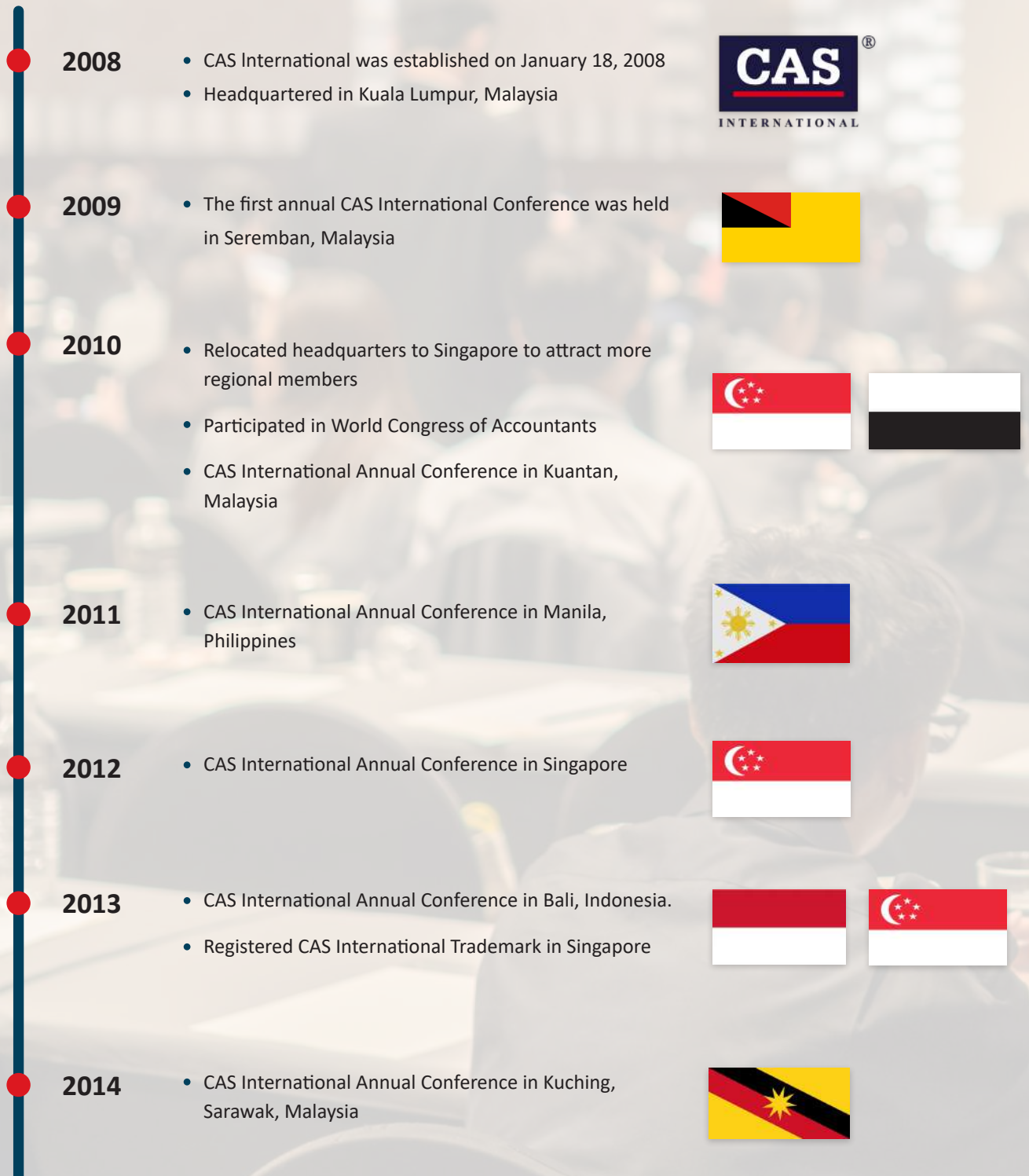













Outcomes

This company has morphed into a hugely popular and successful franchise, multiplying its revenue and net profit by 12 and 23 times within 24 months. The company is now devising a regional franchising plan with the same CAS members who have assisted them since the very beginning.



Meaningful History, Memorable Milestones



●	2015	<ul style="list-style-type: none"> • CAS International Annual Conference in Langkawi, Malaysia • Registered CAS International Trademark in Vietnam 		
●	2016	<ul style="list-style-type: none"> • CAS International Annual Conference in Ipoh, Perak, Malaysia • Registered CAS International Trademark in Malaysia 		
●	2017	<ul style="list-style-type: none"> • Relocated headquarters to Hong Kong to attract more members • CAS International Annual Conference in Bangkok, Thailand 		
●	2018	<ul style="list-style-type: none"> • CAS International Annual Conference in Taichung, Taiwan Registered CAS International Trademark in Taiwan 		
●	2019	<ul style="list-style-type: none"> • CAS International Annual Conference in Phnom Penh, Cambodia • Registered CAS International Trademark in Hong Kong 		
●	2020	<ul style="list-style-type: none"> • Registered CAS International Trademark in China 		
●	2021	<ul style="list-style-type: none"> • Registered CAS International Trademark in Indonesia 		
●	2022	<ul style="list-style-type: none"> • CAS International Annual Conference in Penang, Malaysia 		
●	2023	<ul style="list-style-type: none"> • CAS International Annual Conference in Bali, Indonesia • Incorporated CAS International Network Sdn Bhd (a Malaysian entity) and registered as a trainer provider under Malaysia Human Resource Development Corporation (HRDC) 		

Our Strong Members Support the Three Pillars of Business Endeavour



Every successful business endeavour has 3 pillars: strategy, compliance and execution. At CAS International, growing businesses can tap into our extensive network on these 3 pillars to reach new heights, particularly across new markets.

Our members include driven advisory, consulting, accounting, auditing, taxation, corporate services, and other service providers worldwide. Carefully screened and interviewed, they have commendable characters and excellent professionalism to help businesses succeed.

	Our Members	Expertise
Strategy	Advisory firms	Strategy consulting, market research
Compliance	Accounting, auditing, taxation firms and corporate services	Accounting, auditing, taxation, corporate services
Execution	Consulting firms	Market entry services, strategic business development, corporate exercise, fundraising, mergers & acquisitions (M&A)

Professionalism, synergy and trust have been the bedrock of our success



PUANG LIONG KIAK & CO.
CHARTERED ACCOUNTANTS (MALAYSIA) AF 0510

RDC Corporate



OmarArif

OMAR ARIF & CO
Chartered Accountants
(Firm No. AF 0786)



YUEN TANG & CO
Chartered Accountants
(Firm No. AF 0003)

AccountingOne
Quality is Priority

T. H. TING & CO. (AF 0720)
Chartered Accountants
ANDREW TING TIE HAU CA(M), B.COM., CA(NZ), ACIS(UK), FTII(M)

YoungOne Consult
We grow together

Creating Value, Everyday

Amassed
> 6 countries
members

Helped
> 250
businesses

Generated
> 10M USD
value

CAS International has been creating immense value. Growing worldwide, CAS International is proud to have amassed over 6 countries as members and helped over 250 growing businesses from various industries reach greater heights, generating over USD10 million value for our members and businesses.

CAS International members create value via:

Strategy Consulting | Market Research

Accounting | Audit | Taxation | Corporate Services

Market Entry Services | Strategic Business Development

Corporate Exercise | Fundraising | Mergers & Acquisition (M&A)



Eight Guiding Core Values



Competence

We excel in playing our roles to the benefit of all.



Achievement

We empower businesses and professional firms with more resources and insights to achieve more.



Success

We help you succeed. Your success is ours.



Professional

We operate professionally and ethically



Synergy

We view the world through a synergistic lens.



Efficiency

We progress with high degree of efficiency.



Integrity

We operate with the highest level of integrity.



Inclusivity

We respect and include everyone, embracing differences and uniqueness.

Flexible Commitment, Continuous Improvement

**Service Engagements | Professional Development
Annual Conference, Gala Dinner & Award Ceremony**

Service Engagements

High-growth businesses will have needs from time to time. They can meet their needs by engaging our members who provide the corresponding services. CAS International will share such service engagement potential with all members regularly. Members who want to participate in the service engagement can inform us about their interests and directly reach out to these businesses.

Remark: CAS International serves as a springboard connecting members to businesses and is not involved in any service engagements or affiliate arrangements.



Professional Development

CAS International organises professional development forums and workshops with varying topics and themes regularly to synchronise collective knowledge and insights. The sessions are conducted either online or offline. Members who are available are welcome to attend the sharing sessions.



Intellectual Property



Audit



ISQC1



Professional Skepticism



Investment Tax



MIA Practice Review Forum



Visiting Partner offices

Annual Conference, Gala Dinner & Award Ceremony

Members are strongly encouraged to participate in CAS Annual Conference as it combines valuable gala dinner, networking and sharing functions for the maximum benefit of all attendees.

CAS Annual Conference



Gala Dinner



Professional Recognition Awards



A Diverse, Inclusive, Equitable Culture

At CAS International, we bring together the right people to conquer complexity, drive material change, and initiate positive, long-term impact. To unlock the potential of those who advance the world, we believe we must stay true to our network's vision, mission, and core values.

We aim to create a community where people can share their knowledge, collaborate on projects, and connect. We believe in collaboration and sharing insights to grow together as a community.

By embracing and upholding diversity, inclusion and equity; members' well-being; continuous learning and development, we empower our members and, as a result, deliver value to growing businesses worldwide.





Commitment to ESG

At CAS International, we believe ESG will become increasingly pivotal – especially in elevating corporate brand, perception and valuation as well as keeping themselves sustainable. Whenever possible, we empower members and business to adopt and advance ESG.



E – Protecting the Environment

Regardless of industry, we encourage and inspire all members and businesses to operate as environmentally friendly as possible to protect our one and only Mother Earth. We encourage them to adopt energy-efficient and eco-friendly solutions or processes whenever possible and economically viable.



S – Uplifting Societal Standards

Regardless of industry, we encourage and inspire our members and business to improve our world by offering value-adding products and services, creating decent and meaningful career opportunities, and boosting the economy.



G – Upholding Corporate Governance

As a professional association, we ensure all our members and businesses we work with uphold corporate governance. We inspire them to always act in the best interests of all stakeholders, including customers or clients, employee, shareholders and investors as well as the regulators or governments for common benefit.

ESG Considerations in Investment Decisions by the World Economic Forum



Environment

Renewable energy
Greenhouse gas Energy
efficiency Water
management Reduce, reuse,
recycle Population growth

Social

Health & safety Human
rights Working conditions
Employee relations
Inclusion & diversity Career
opportunities

Governance

Ethical standards Board
structure Stakeholder
engagement Shareholder
rights



Commitment to UNSDG



The United Nations' Sustainable Development Goals (UNSDG) set out a shared vision to end poverty, fight inequality and injustice, and tackle climate change by 2030.



At CAS International, we will leverage the power of our members and community to contribute to global goals. Our commitments are a work in progress – we unite around these to ensure we play our part in delivering a thriving, sustainable future for businesses and the world. We recognise the importance of all 17 interconnected SDGs and are committed to contributing to five of them.

	UNSDG	Our Commitment
	<p>Goal 5: Gender Equality Achieve gender equality and empower all women</p>	We promote gender equality across our global community and achieve gender equality across our membership
	<p>Goal 8: Decent Work & Economic Growth Promote sustained, inclusive and sustainable economic growth, and decent work for all</p>	We support our members and growing businesses to progress in their careers, goals and visions so they can actively contribute to sustainable economic growth
	<p>Goal 9: Industry, Innovation & Infrastructure Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation</p>	We empower our members so they can support businesses and organisations to be ethical, sustainable, successful and able to participate in the global economy
	<p>Goal 12: Responsible Consumption & Production Ensure sustainable consumption and production patterns</p>	We promote sustainable practices and reporting, working with our members to reduce the consumption of resources
	<p>Goal 17: Partnerships for the Goals Strengthen the means of implementation and revitalise the global partnership for sustainable development</p>	We are open to partnerships and affiliation to build an inclusive global profession that supports the development of ethical, sustainable and successful businesses and economies

A Growing Business? Tap Into Us

Our goal is to advance businesses, boost career potential and improve society through collaboration. You will benefit from what we do.

Our members are dedicated to helping you grow your business by providing access to resources, insights, and professional and reliable services. Tapping into us, you'll gain access to our expansive network of professionals with extensively screened competence and character.



If you would like to bring your business to greater heights, whether by expanding market share locally, regionally or globally, tapping into CAS International bring you one step closer towards your dreams.

Gareth Leong, CEO





Better Network

Tap into our strong network, unlock more possibilities and catalyse your business growth across different markets



Better Resources

Leverage the expertise, competence, resources & insights of professional firms under CAS International & be well prepared for the next chapter



Better Execution

Access dedicated support & reliable introductions to related firms and teams that help you gain strong foothold in different markets



Better Outcomes

Achieve stronger fundamentals, enjoy better growth & reach greater heights



Better Experiences

Enjoy a more dynamic, resourceful, synergistic & global business experience



A Professional Firm? Join Us

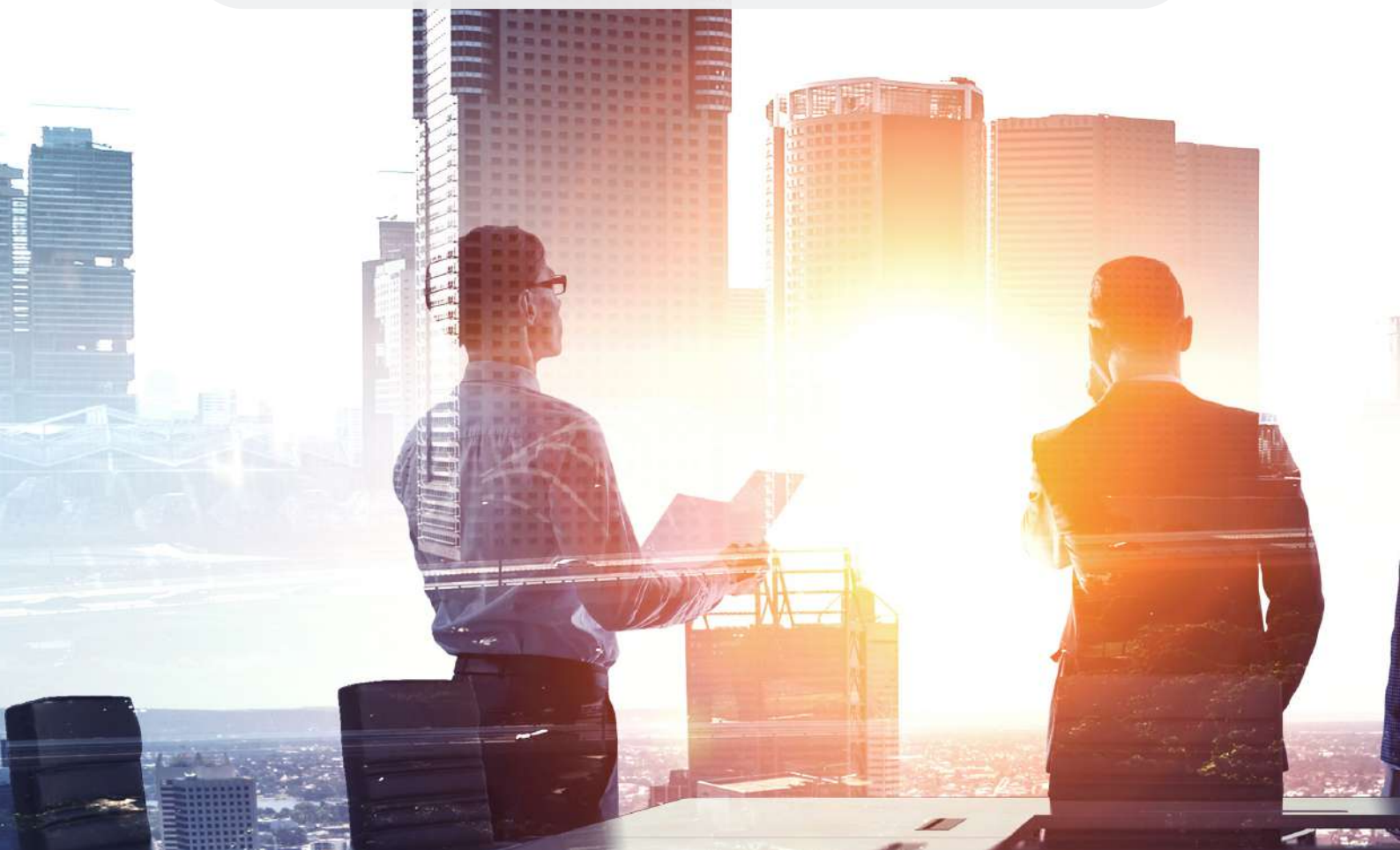
CAS International is a professional network that empowers professional firms to support growing businesses worldwide.

We are committed to helping all members gain access to the right opportunities and clientele and sharing best practices and insights gained through collective and personal experiences.



If you are an advisory, consulting, accounting, auditing or taxation firm or corporate services, joining CAS International will be one of your best investments.

Mr Ooi Boon Seng, Chairman of Membership committee





Better Recognition

Becoming a CAS International member instantly regionalises & globalises your firm's brand & recognition, opening up global clientele possibilities



Better Market Reach

With your expertise and competence, your services deserve to create value for businesses worldwide. With our global presence across 6 countries and 21 cities, you can penetrate these markets effectively.



Better Resources

You will access valuable resources & insights, enabling you to stand out in the eyes of high-growth businesses.



Better Network

A strong network enables you to learn from the best, integrate resources and team up to take on meaningfully significant projects that you have never thought possible in the past.



Better Experiences

Enjoy a more dynamic, resourceful, synergistic & global professional experience



Join Us Today



**The best time to plant a tree was 20 years ago.
The second best time is now.**

Chinese Proverb

Join CAS International and go beyond what you thought was possible.

CAS International is an inclusive professional network for advisory, consulting, accounting, auditing, taxation, corporate services and other service providers worldwide.

Around the world, we create maximum value for growing, high-calibre businesses. When they meet and synergise, they achieve great heights together.

If you want to make a real-world impact, transforming companies, society, and yourself, look no further. This is your invitation to grow and flourish like never before. Take on new roles with every project and every client. Be your best self both at work and at home.

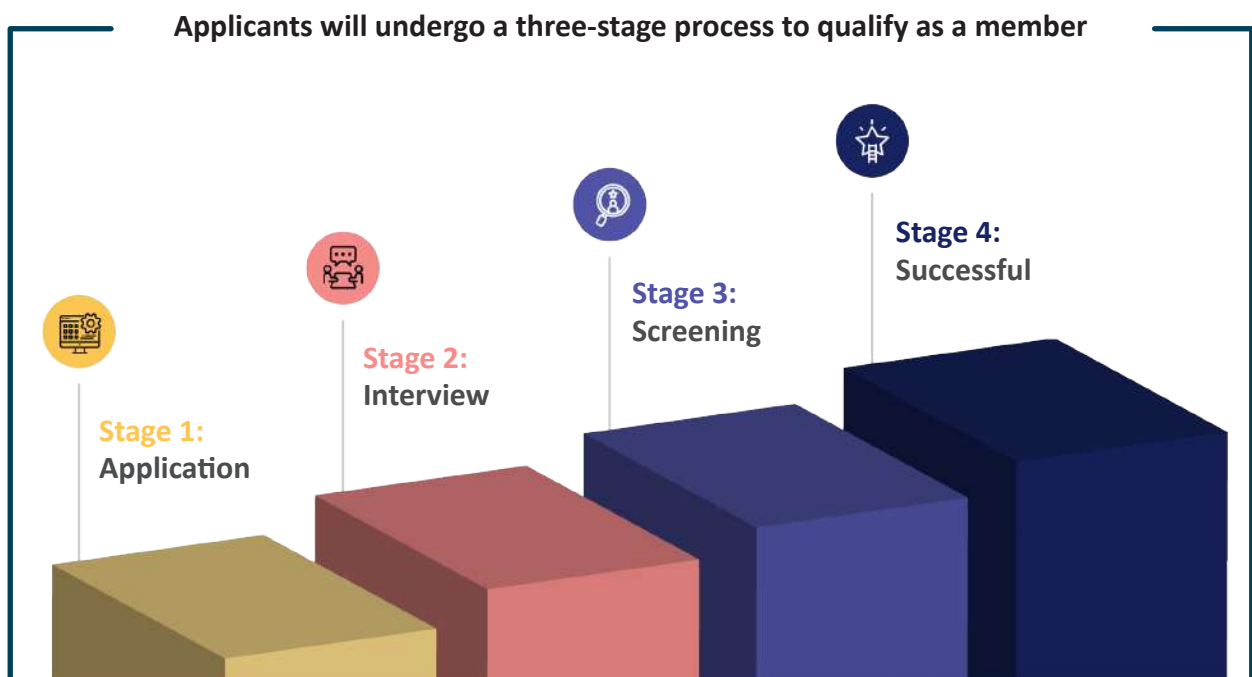
Unlock your full potential and accelerate your career in ways you never imagined. Here, we go beyond.

And that's just the beginning.



Becoming a Member

CAS International is an inclusive professional network for advisory, consulting, accounting, auditing, taxation, corporate services and other service providers worldwide.



Reasonable fees, potentially significant ROI

Access extensive network, resources, insights and opportunities, transform your firm's trajectory.

Contact the nearest member or headquarters for enquiry or registration.

The Board

Spearheaded and governed by a competent and experienced Board, CAS International continues to create value for its members and businesses worldwide.

Governance Structure & Office Bearers

(July 2022 – June 2025)

J Selvarajah

Chairman

FCA, FCPA (Aust), CAANZ, CA (M), CPA (M), ASEAN CPA, FIPA (Aust), FFA(UK), ACTIM, B.Com (Acc)

J Selvarajah is the senior partner of professional practice and Chairman of CAS International Network Limited. He has over 50 years of experience in public practice audit and assurance and financial reporting services and has performed investigative audits on accounting malpractices, embezzlement, and money laundering.

He is also an internal auditor for several publicly listed companies and SMEs, is actively engaged in advisory work for his clients, and delivers seminars and training in Malaysia and the ASEAN region. He holds a B.Com(Acc) from New Zealand, SSM's Practicing Certificate for Company Secretaries, and is a member of MIA, MICA; ICAEW, CAANZ, CPA Australia, ASEAN CPA, CTIM, and is an HRDF Certified Trainer.



Gareth Leong
CEO



Hendri Lukito
Deputy CEO



Foo Teck Leong
CFO



CAS INTERNATIONAL

Competence. Achievement. Success.

**Kickstart your next
chapter with us.**

Contact

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