



- *AMC Group 联席首席执行官*
- *澳大利亚新西兰特许会计师*
- *马来西亚特许会计师*
- *HRDF 马来西亚认证培训师*

如何在商业中利用科技的力量@

数码科技的

钞能力

Eric Chia 29/4/23

Confidential and Proprietary.

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3种致富的杠杆效应

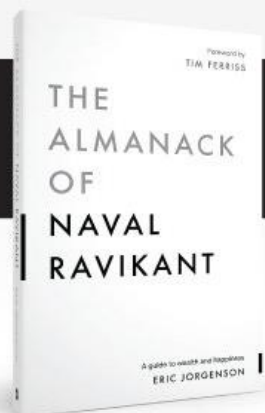
劳动力

资本

复制边际
成本为零
的产品

纳瓦尔·拉维坎特 【纳瓦尔宝典】

#1
Amazon
Best Seller



THE ALMANACK
OF NAVAL
RAVIKANT

A guide to wealth and happiness
ERIC JORGENSEN
foreword by Tim Ferriss



全球最高市值公司

截至31/3/2023

1亿=100,000,000

公司名	市值(美元)	领域	总部
1. 苹果公司 (Apple Inc.)	2.61万亿	科技	美国
2. 微软公司 (Microsoft Corporation)	2.15万亿	科技	美国
3. 谷歌母公司 Alphabet Inc. (Alphabet Inc.)	1.33万亿	科技	美国
4. 亚马逊公司 (Amazon.com, Inc.)	1.06万亿	电子商务和云计算	美国
5. 英伟达股份有限公司 (Nvidia Corporation)	6.9千亿	科技	美国
6. 伯克希尔·哈撒韦公司 (Berkshire Hathaway)	6.8千亿	多元化	美国
7. 特斯拉公司 (Tesla, Inc.)	6.6千亿	汽车制造	美国
8. Facebook公司 (Meta Platforms, Inc.)	5.5千亿	科技.社交媒体	美国
9. 台湾半导体制造股份有限公司 (Taiwan Semiconductor manufacturing Company Limited (TSMC))	4.8千亿	半导体制造	台湾
10. 威士公司 (Visa Inc.)	4.7千亿	金融服务	美国
11. 腾讯控股有限公司 (Tencent Holdings Limited)	4千亿	科技	中国香港

Potential Market Size for Audit Software in Asia –
亚洲审计软件的潜在市场规模 –

USD9 billion
(美金90亿) = 马币4百亿



如何获得数码科技的 钞能力





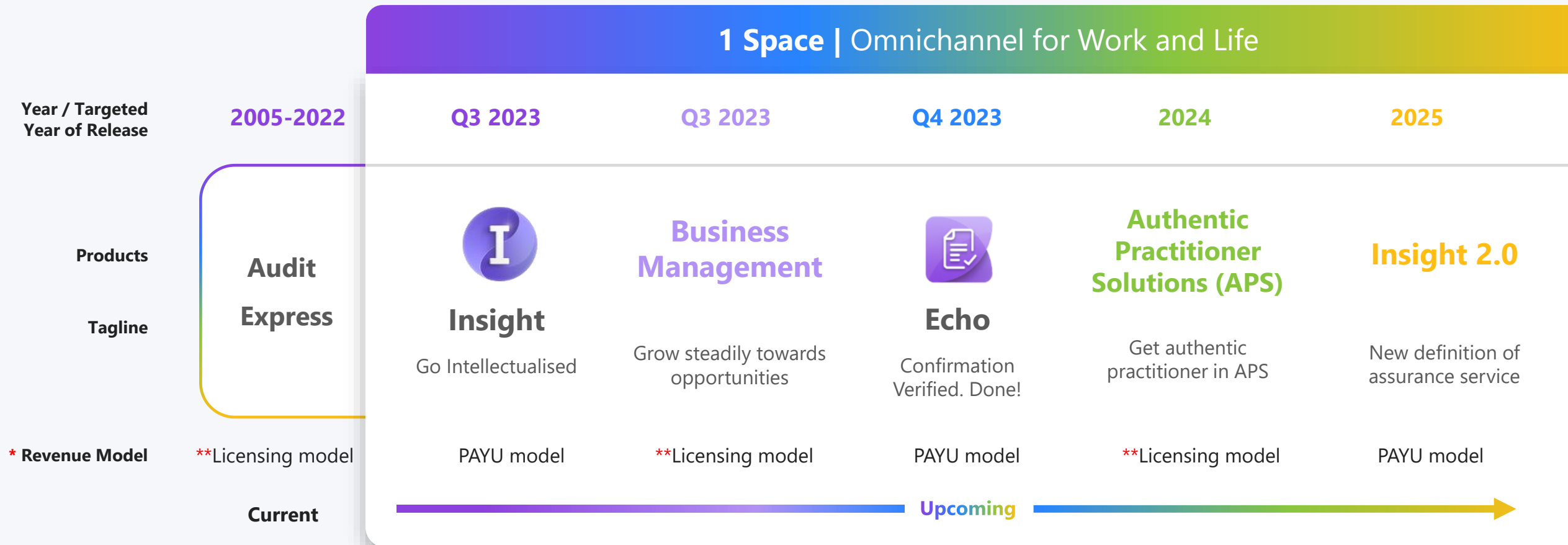
技术创新能力

**不断提升
产品与服务
的质量与效率**

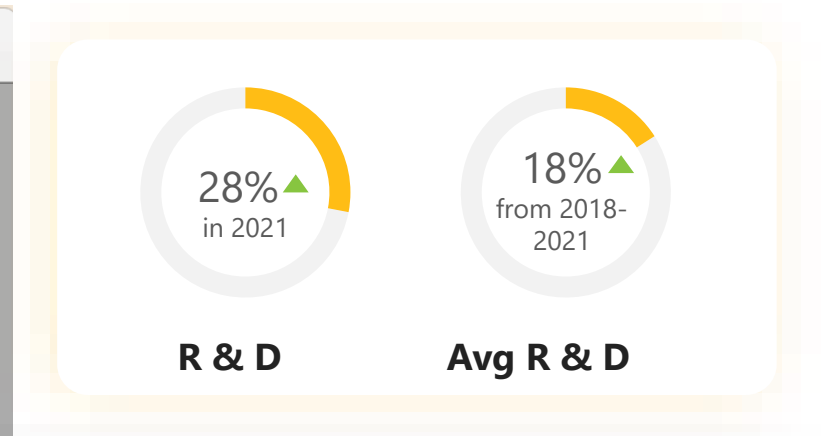
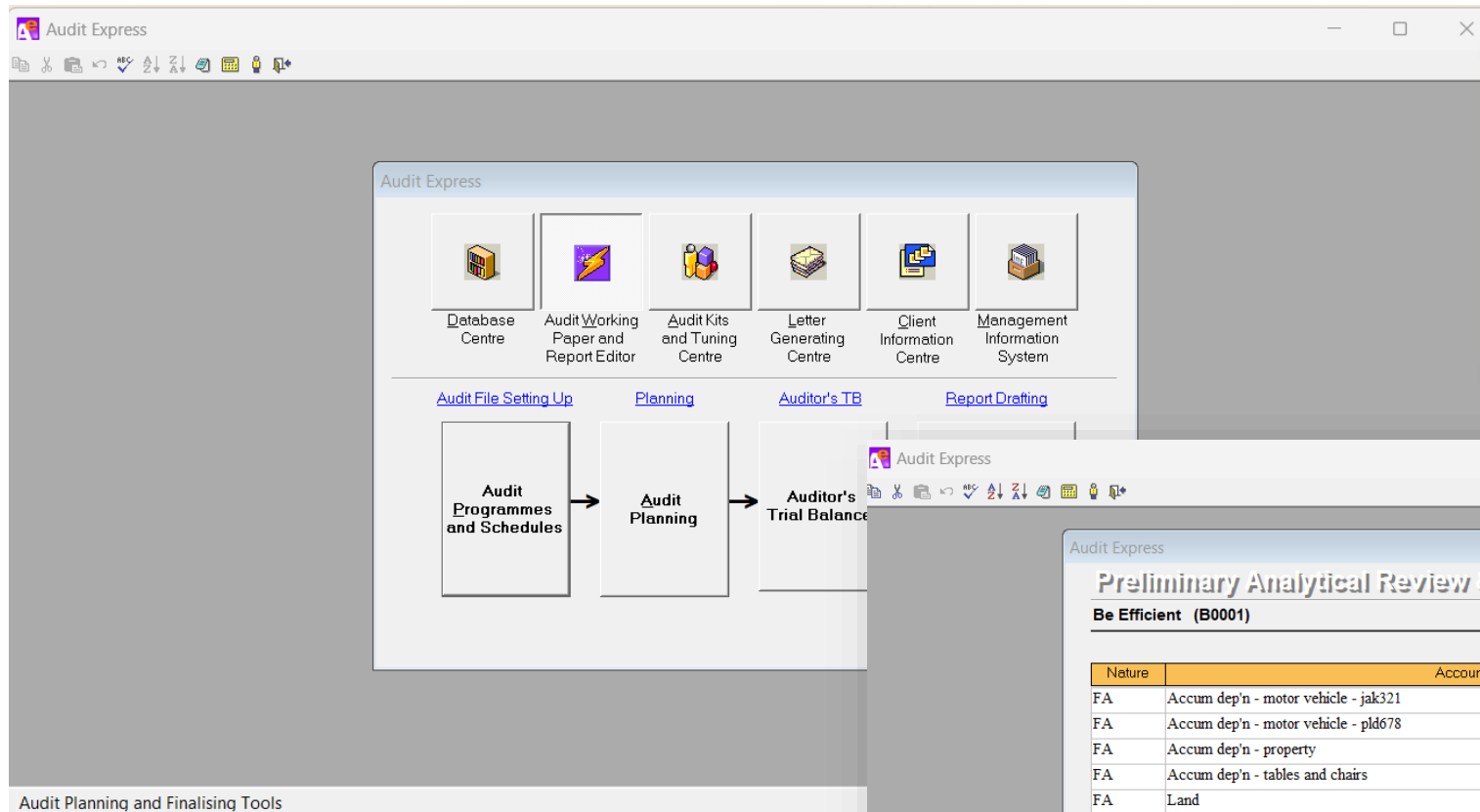


Product Roadmap 产品路线图- Product Development 产品开发

Compliance, user experience, cost efficiency 合规性、用户体验、性价比



*Refer to "Market" section for potential revenue | ** With subsequent annual subscription fee



The screenshot displays the 'Audit Express' software interface, specifically the 'Preliminary Analytical Review & ML Data Entry' window. The window title is 'Audit Express' and the subtitle is 'Preliminary Analytical Review & ML Data Entry'. Below the subtitle, there is a section for 'Be Efficient (B0001)'. The main table displays data for two periods: '31-12-18' and '31-12-17'. The table has columns for 'Nature', 'Accounts', 'Client's Bal (TY)', and 'Audited Bal (LY)'. The data is as follows:

		Year/period ended	31-12-18	31-12-17
Nature	Accounts		Client's Bal (TY)	Audited Bal (LY)
FA	Accum dep'n - motor vehicle - jak321		(17,741.60)	(83,712.00)
FA	Accum dep'n - motor vehicle - pld678		(77,196.20)	0.00
FA	Accum dep'n - property		(17,985.50)	0.00
FA	Accum dep'n - tables and chairs		(73,975.20)	(72,103.00)
FA	Land		455,304.50	458,515.00
FA	Motor vehicle - jak321		30,225.60	30,227.00
FA	Motor vehicle - pld678		78,283.20	78,282.00
FA	Tables and chairs		126,323.20	86,323.00
CA	Deposits		6,208.50	15,898.00
CA	Director's current account dr		62,300.00	0.00
CA	Maybank - a/c no. 1234567		50,503.00	599,854.00

Below the table, there are checkboxes for 'Skip', 'Acs', 'Client's Bal', 'LY Bal', and 'List Acs'. The 'Net Balance' is shown as 0.00. There are also fields for 'General Group', 'Mfg Ac Grp', 'Abr. Income Statement Group', and 'Branch / Portfolio'. The 'General Group' is set to 'Property, plant and equipment', 'Mfg Ac Grp' is 'N.A', and 'Abr. Income Statement Group' is 'N.A'. At the bottom, there are buttons for 'Add', 'Delete', 'Auditor's Trial Balance', and 'Close'. The 'Record' section shows '1 of 50'.



AE Pro

Go intellectualised

Good Day! Alan Goh



Client: **Be Efficient Co.**

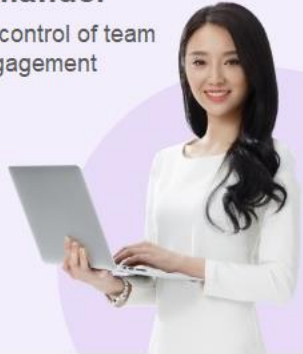
Financial Period Ended: 31 Dec 2022



1 Audit Admin & Acceptance

Commander

Master control of team and engagement



Admin & Pre-Engagement Activities



Accounts Mapper

Kick-start data import and dive into client accounts



2 Cascade-Driven Plannin

Patented



Risk Diagnosis

Diagnose factors that need auditors' attention



Risk Pool

1 Indicate risk diagnosis
2 Assess risk level
3 Design risk response
Algorithm Brewing



CDP Essence

Reap the harvest from CDP for actionable plan



Visualise CDP



3 Risk Response

Substantive Procedures

Verify assertions with sufficient appropriate evidence



Journal Adjustments

Align client accounts with accounting standards



4 Reporting

Audit Completion

Conclude audit findings to form audit opinion
Call Working Papers

COMPLETED



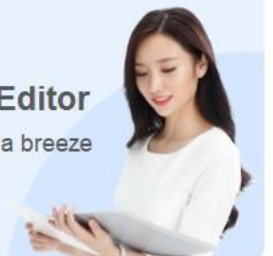
Value-Added

Amaze your client with your findings



Annual Report Editor

Run tailored reports in a breeze



Ask Amy

Product Roadmap 产品路线图

Services Development 服务开发

From customer service to Quality Management Advisory (QMA)
从客服到质量管理咨询



Designed to unbox learning pleasure by AMC Group members

Channel S 频道

Students (Theory to practical experience)

Channel U 频道

Solutions + Best Practice Methodology (BPM)

Channel C 频道

Professional Accountants (Fulfil CPD)



用户导向能力

充分了解
客户需求







Professional bodies' effort to revamp the profession
专业机构为改造职业所作出的努力

IAASB

mid MALAYSIAN INSTITUTE OF ACCOUNTANTS

ISCA

Extracted from IFAC
[Global SMP Survey: 2018 Summary - Pg. 10]

Value Proposition 价值主张: Panacea, Key Benefits 主要益处

AMC Group creates value for our customers 为我们的客户创造价值

Testimonials from
our customers
来自我们客户的推荐



20% Increase in revenue
收入增加

31% Reduce in process time
cycle 减少审计时间周期

33% Increase in staff efficiency
提高员工效率

23% Savings in business cost
节省业务成本

43% Create new sources of growth
创造新的增长动力

Percentage based on our collection of results on the usage of Audit Express from 41 professional firms who are also SME Business Digitalisation Grant recipients in 2020 & 2021.

Underlying Magic for the Profession 为审计专业而生的魔法



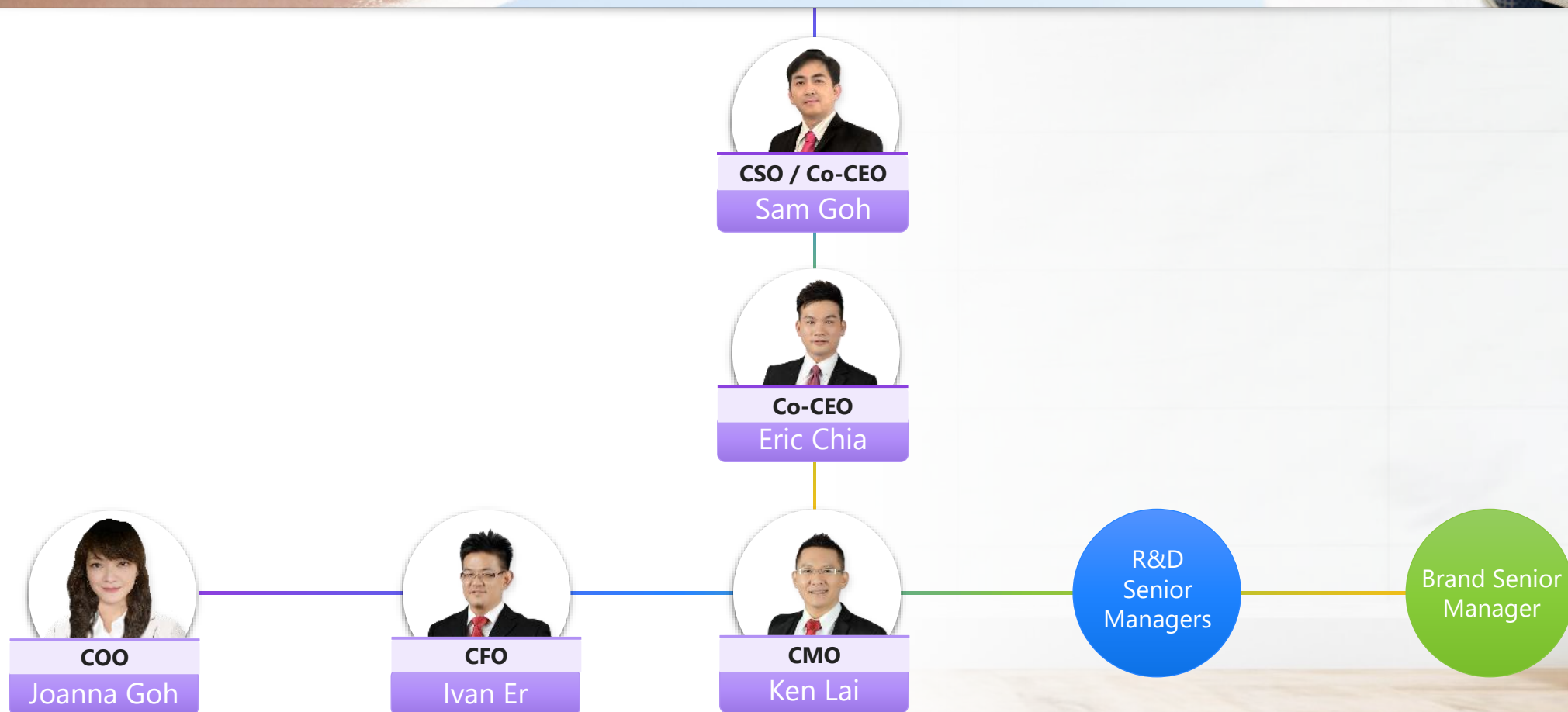


团队协作和领导能力

主要管理团队 与企业文化



Key Management Team 主要管理团队



核心文化: iCreate



Integrity
·
正直守信



Care
·
敬天爱人



Ahead
·
高瞻远瞩



Responsibility
·
承担责任



Teamwork
·
团队合作



Enthusiasm
·
创业激情



Evolution
·
拥抱改变



市场营销能力

市场营销 与品牌



Market 市场

Potential & Size 潜能与体量

Key market segment 主要细分市场

Fresh to Medium size
初创到中型
< 50 staff 员工

Our target 目标

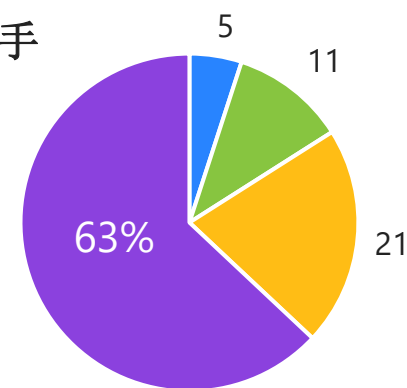
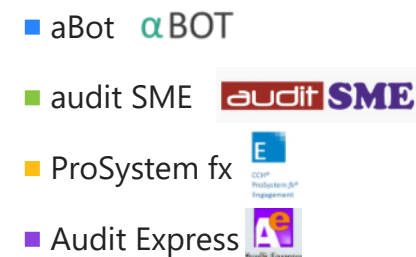
Professional Accountants
in Practice 会计从业者

- Providing consultancy services for businesses
- Our ambassador for future products
- 为企业提供咨询服务
- 成为我们的未来产品大使

Impact of PAYU Model on revenue (USD million)?



Our competitors 竞争对手



Market Share 市场份额 (%)

市场营销

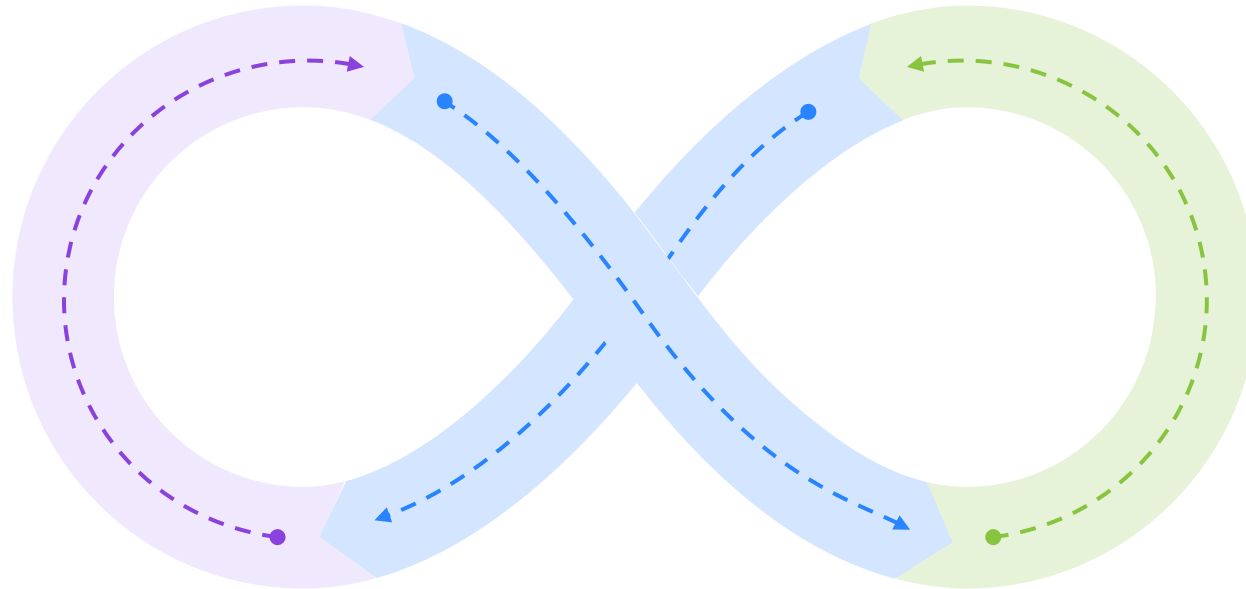
方针

01

Marketing &
Implementation
营销与实施

Highly focus on 2Qs

高度关注 2Qs



02

Spokesperson/
Ambassador
代言人/大使

Word of mouth is worth a
thousand words 口耳相传胜千言

03

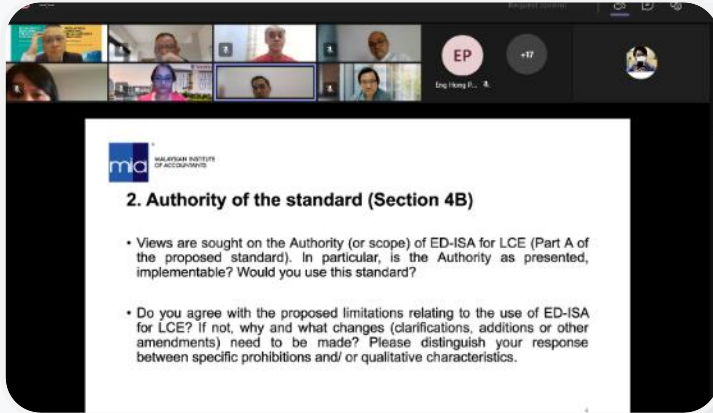
Community of
shared interests
利益共同体

Collaboration with
Strategic Partners
与战略合作伙伴的合作

$1 + 1 > 2$

More activities towards Globalisation

参与更多全球性活动



Round table discussion on ISA for LCE



Collaboration discussion with ISCA Singapore



Plan for business expansion (Vietnam)



Exploratory meeting with ACCA UK



TAP with ACCA Malaysia

Business Model 商业模式

Synergy Ecosystem Paradigm (SECP) 协同生态系统范式



Business Model 商业模式

Synergy Ecosystem Paradigm (SECP) 协同生态系统范式



Collaborate with strategic partners
Help customers raise the bar,
creating more value
与战略伙伴合作帮助客户提高标准,
创造更多价值

MICPA
MALAYSIA

CPA
Hong Kong Institute of
Certified Public Accountants
香港會計師公會

mia
MALAYSIAN INSTITUTE OF ACCOUNTANTS

ISCA
INSTITUTE OF SINGAPORE
CHARTERED ACCOUNTANTS

Professional Level

Enhanced Professionalism

26 Institutions of Higher Learning
高等学府

ACCA
Think Ahead

MY LEARNING
TRAINING RESOURCES

Education Level

Simulation Programme

pwc
Deloitte
EY
KPMG

CHARTERED
ACCOUNTANCY FIRMS

Firm Level

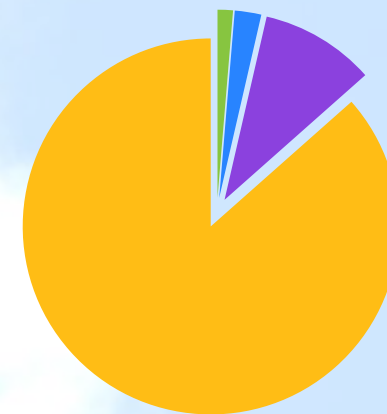
Digital Transformation

2
Q

Potential Market Size for Audit Software in Asia 亚洲审计软件的潜在市场规模 –

USD9 billion (90亿)

- Current market leader - MY
- Next target markets - SG & HK
- Other South-East Asia
- East Asia



01 Now 现在



Strategic Partners
战略合作伙伴



>60% market
shares in MY
大马市场份额



IP Protections
知识产权保护



02 Plan 计划

7-2-5

MY 马	SG 新	HK 港
70%	50%	50%

(over population)



03 Key Impacts主要影响

>RM1 bil (90亿)

Potential Annual Recurrent Revenue
潜在年度可持续营业额

Professional accountants – Become
AMC Group ambassador
专业会计师 – 成为AMC集团形象大使

Eco System for
accountancy profession
会计专业生态系统

Commercial FinTech
商业金融科技

Audit Profession Platform
审计专业平台

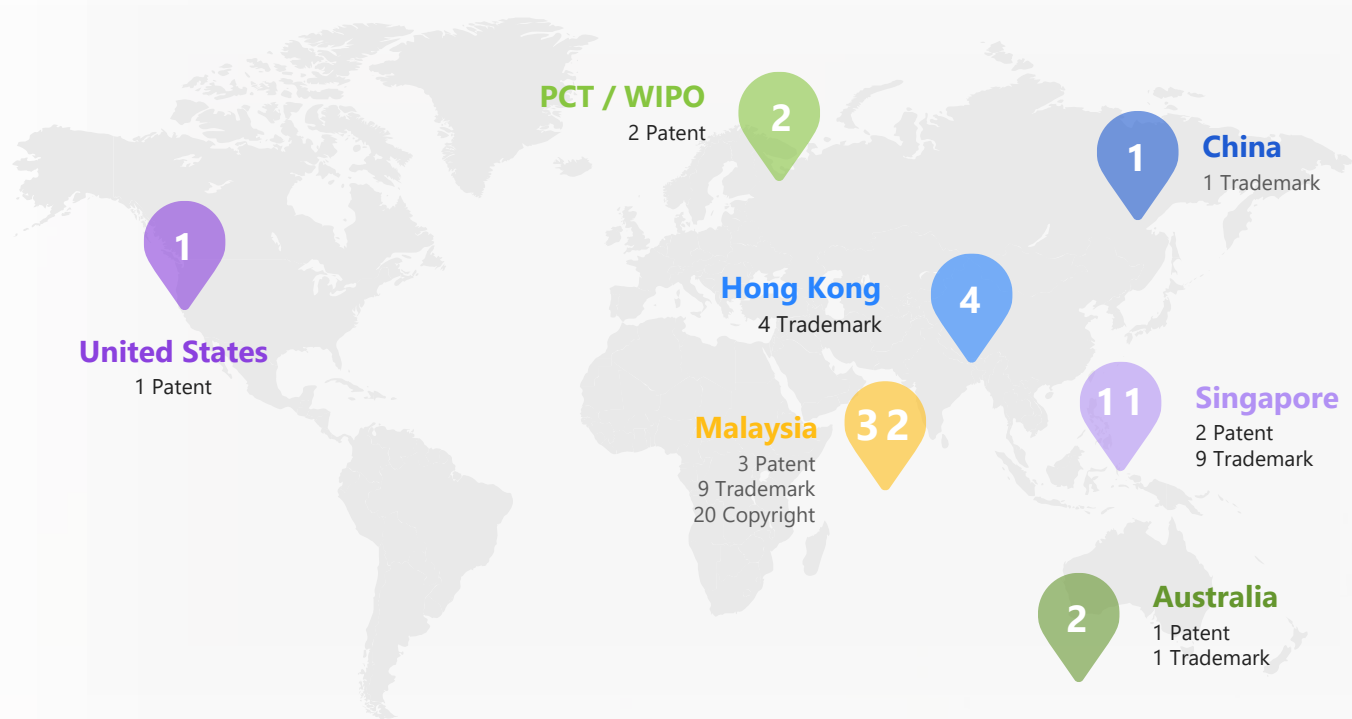
3

2

1

IP Protections 知识产权保护

Gain competitive advantage 获得竞争优势 | Drive new revenue opportunities 驱动新机会



Upcoming in 3 years
Patents
Trademarks



Filed / Granted /
Registered



Economic Moat 护城河

Brand Loyalty & Image Recognition
品牌忠诚度和形象认知度



01

Quality products & services
优质的产品和服务



02

Recognition by Ministry of Higher Education
高等教育部认可



03

26 Institutions of
Higher Learning
高等学府



04



Price-advantage
价格优势

05



Strategic Partnership
战略伙伴关系

06



IP Protection
知识产权保护



财务和风险管理能力

财务制度 各种风险管理



福布斯全球 2000 马来西亚最大的上市公司

2021 *Forbes* list [edit]

This list is based on the [Forbes Global 2000](#), which ranks the world's 2,000 largest [publicly traded companies](#). The *Forbes* list takes into account a multitude of factors, including the revenue, net profit, [total assets](#) and [market value](#) of each company; each factor is given a weighted rank in terms of importance when considering the overall ranking. The table below also lists the headquarters location and industry sector of each company. The figures are in billions of US dollars and are for the year 2020. All 9 companies from Malaysia are listed.^[2]

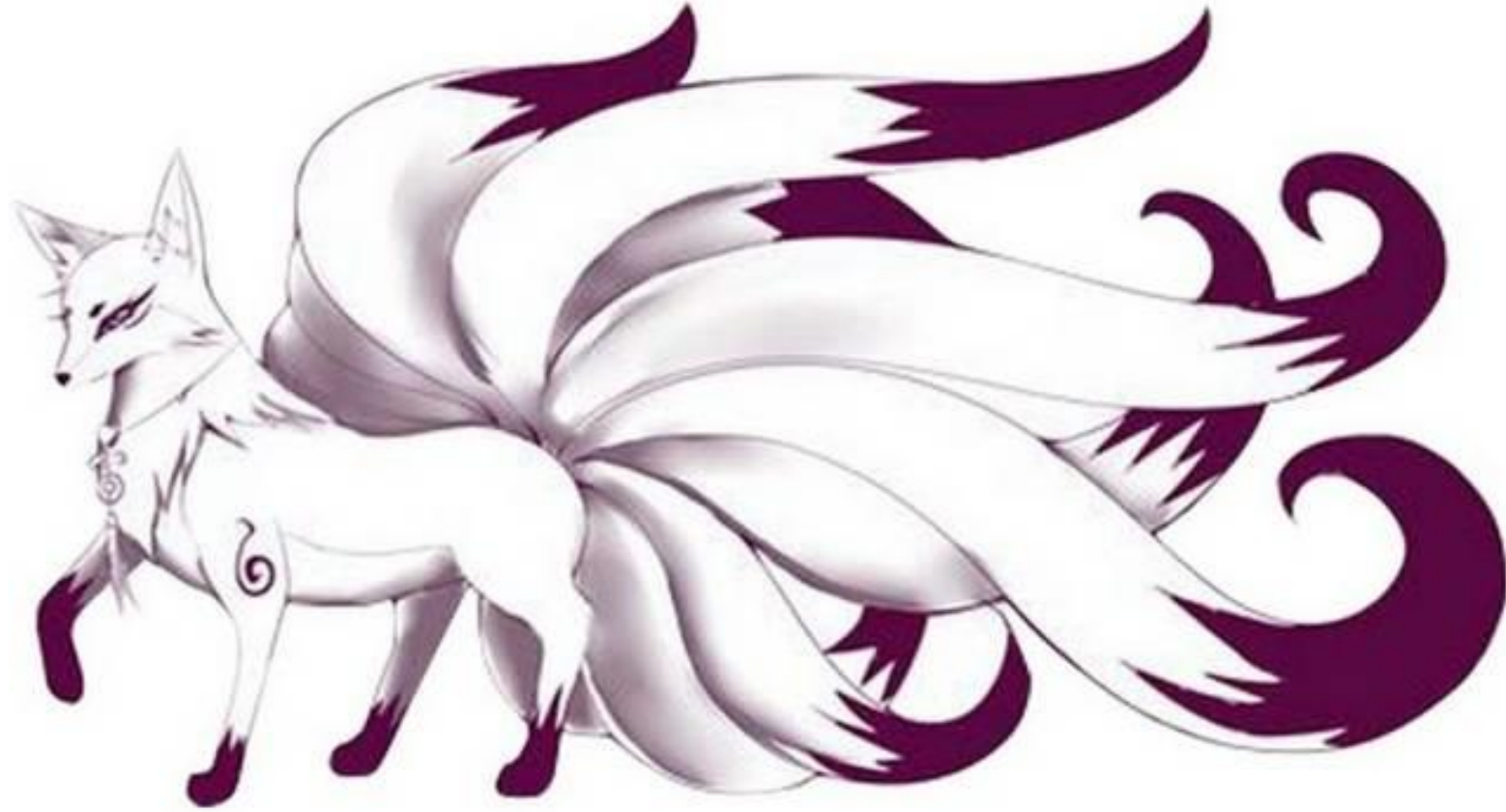
Rank ↕	Forbes 2000 rank ↕	Name ↕	Headquarters ↕	Revenue (billions ↕ US\$)	Profit (billions ↕ US\$)	Assets (billions ↕ US\$)	Value (billions ↕ US\$)	Industry ↕
1	364	Maybank	Kuala Lumpur	10.5	1.5	213.0	22.9	Banking
2	679	Tenaga Nasional	Kuala Lumpur	10.5	0.9	45.1	13.9	Utilities
3	694	Public Bank Berhad	Kuala Lumpur	4.5	1.2	112.2	19.8	Banking
4	1175	CIMB Group Holdings	Kuala Lumpur	6.1	0.3	149.7	10.3	Finance
5	1400	RHB Bank	Kuala Lumpur	2.6	0.5	67.4	5.2	Banking
6	1404	Hong Leong Financial Group	Kuala Lumpur	2.0	0.5	65.5	4.6	Conglomerate
7	1448	Top Glove Corporation Berhad	Kuala Lumpur	3.6	1.6	3.1	10.8	Rubber
8	1958	Petronas Chemicals	Kuala Lumpur	3.4	0.4	10.3	15.4	Oil and Gas

229亿

**Today is hard,
Tomorrow will be worse,
But the day after tomorrow
will be SUNSHINE.**

**今天很难，
明天更难，
但后天终将美好。**





An aerial photograph of a modern, multi-story glass skyscraper with a grid-like facade. The building is surrounded by other urban structures, including older brick buildings and green spaces with trees. The sky is clear and blue.

谢谢 Thank you!