



Singapore's Conglomerate *Golden Equator Group* Expands to Brunei; Appoints Country Head

- The expansion follows its S\$24.6m strategic investment in April 2019 to build the regional innovation ecosystem
- Footprint in Brunei to create a stronger connection between Brunei and the region via Singapore to build up its investment and entrepreneurship capabilities
- The expansion will see the establishment of its multi-family office and consulting arm, as well as potentially its community-driven workspace SPECTRUM

Singapore and Brunei Darussalam, 13 January 2020 – Singapore's Golden Equator Group ("Golden Equator" or "the Group") today announces its expansion into Brunei, following the S\$24.6 million strategic investment it received in April 2019 led by serial entrepreneur-investor Taizo Son along with individual investors from the Asia Pacific and Middle East, including Brunei.

The expansion will see three of the Group's businesses established – Golden Equator Wealth, Golden Equator Consulting, and potentially SPECTRUM – in Brunei. The Group has also appointed Aziemah Abdullah as Country Head who will spearhead the Group's in-market expansion activities in Brunei.

Golden Equator Wealth (GEW) – Golden Equator's multi-family office business

GEW will focus on educating and providing Ultra-High-Net-Worth (UHNW) families and individuals in Brunei with a more holistic approach to wealth and legacy preservation. The expansion into Brunei is also part of its efforts to deepen understanding of the 'family office' concept and its relevance for the UHNWs in Asia.

Shirley Crystal Chua, Founder and Group CEO of Golden Equator, said, "From our conversations with Bruneian families, we understand that there's a desire to understand proper wealth management and legacy preservation. There is also an encouraging interest in initiatives that involve the next-generation members of these families, which shows that the older generations are starting to plan how to pass down the family business and wealth to their children (NextGens) to manage."



L: Shirley Crystal Chua, Founder and Group CEO, Golden Equator; R: Aziemah Abdullah, Country Head of Brunei, Golden Equator

In May 2019, GEW officially launched its *NextGen Programme* and Bruneian families participating in the launch event showed interest in the programme which cultivates the NextGens to be custodians of the family wealth and enterprise. Some of the families' NextGens then went on to attend *Golden Equator's*



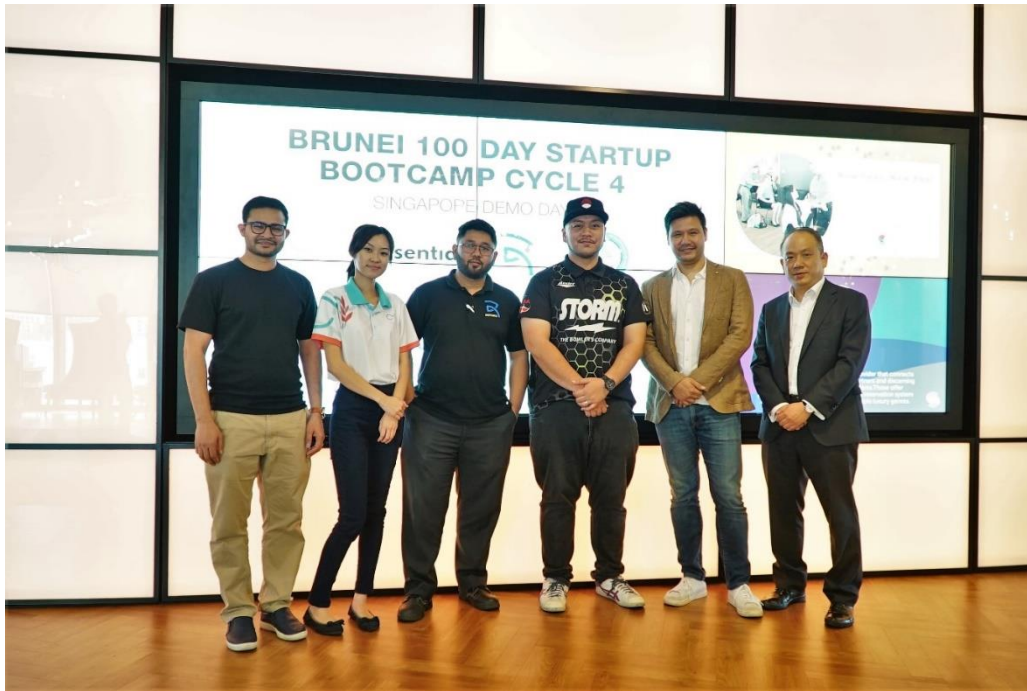
NextGen Club soft launch later in 2019, which saw the gathering of an international network of NextGens discussing topics important to them while building connections.

In 2019, GEW also launched **Family Office 2.0: Beyond Wealth Management**, a publication that delves into the family office concept, succession planning, legacy preservation, and their growing importance especially in Asia, where wealth is accumulating at a significant rate. GEW hopes to share this publication more broadly in Brunei as an introductory educational resource about Asian family office.

Golden Equator Consulting (GECO) – Golden Equator’s digitally-focused business consulting arm

Since 2018, GECO has been working with Darussalam Enterprise (DARe), Brunei’s national SME agency, to facilitate the learning bootcamps that help equip Bruneian startups with the core business skillsets while providing them with access to networks and international exposure.

To date, GECO has completed a total of 3 startup bootcamps (Accelerate) and microbusiness bootcamps (The Micro Bootcamp) in Brunei, and will be conducting 7 more in the next two years. The learning bootcamps have guided more than 200 startups, raised more US\$1 million in investments, and helped provide employment to approximately 500 people in Brunei.



Top startups from Accelerate Cycle 4 with GECO’s Managing Partner Adam Flinter (2nd from the right) and DARe’s Deputy CEO Daniel Leong (most right)

GECO has also facilitated several partnerships for Singapore and Brunei startups that led to the expansions of their different businesses including *Vault Dragon* with *BloodKad* and *Glints* with *Grominda*. Consequently, *Vault Dragon* has successfully expanded into Brunei working with *BloodKad*, and together, they are in discussions with the Brunei government for a potential national initiative.

With GECO’s establishment in Brunei, it is also looking to work with more private companies in 2020 to offer its digital transformation solutions, working with them to optimise their workflow and to future-proof their businesses using technology.

SPECTRUM – A community-focused workspace and a subsidiary of Golden Equator

Community-focused workspace SPECTRUM is currently in discussions with Brunei’s government agencies to potentially set up a workspace that drives community-building and collaborations. Such collaborations



aim to grow Brunei's startup ecosystem by leveraging on the extensive regional network of SPECTRUM's parent, Golden Equator Group.

The SPECTRUM expansion also aims to draw more entrepreneurs from Borneo into Brunei, transforming Brunei into an entrepreneurship hub and allows startups to be part of a regional innovation ecosystem. This ecosystem will provide these startups with access to a wider network of investors and partners, allowing regional market exposure and collaboration opportunities for growth.

Launched in 2018, SPECTRUM has recently signed partnerships with similar workspaces in Indonesia, Vietnam, Malaysia, Japan, and Korea. Besides the Brunei government agencies, SPECTRUM is currently also in discussions with potential partners in Dubai and Korea to set up a presence in these countries.

Country Head in Brunei

As part of its commitment to further its relationships in Brunei and to lead the Group's in-market expansion activities, Golden Equator has appointed Aziemah Abdullah as the Country Head for Brunei in November 2019.

An experienced leader in business development and management, Aziemah has strong networks and insights on the business and operating landscape in Brunei. She was most recently with the Royal Brunei Technical Services (RBTS) leading the company's business development and expansion initiatives.

Aziemah now leads the development strategies for Golden Equator's businesses entering Brunei, helping with the establishment and expansion of their footprints in the country.

Aziemah Abdullah, Golden Equator's Country Head for Brunei, said, "There are many aspects of the Group's businesses that will benefit Brunei's UHNW families, private and public companies, and startups. More importantly, I am excited to leverage the strength of the Group to contribute to the financial knowledge development, growth of Brunei's startup ecosystem, and help companies be future-ready through the adoption of technology."

Golden Equator's commitment to Brunei

Golden Equator's expansion into Brunei is also a result of its discussions with the country's government agencies, and the Group's commitment includes:

- Helping develop services- and finance-related talents through training and employment opportunities in Brunei
- Creating opportunities for Bruneian graduates to be more employable regionally
- Imparting digital and 'work from anywhere' skill sets for Bruneians
- Helping build the innovation ecosystem, entrepreneurship capabilities, and connect Brunei to regional countries and vice versa

"Our expansion into Brunei marks our commitment to the development of Brunei's startup ecosystem and is an example of ecosystem-building in the region via Singapore. This means we will be able to continue using Singapore as a base to build other nodes in the region, connecting the different markets to build an even stronger business environment. Our strategic investment in 2019 from an international group of investors with strong influence and network in their respective market was an intentional decision to strengthen our touchpoints in these markets," said Shirley Crystal Chua.

In 2019, Golden Equator Group received a S\$24.6 million strategic investment from investors based in the Asia Pacific and Middle East to build the region's innovation ecosystem. The investment was led by renowned serial entrepreneur-investor Taizo Son and joined by other individual investors from Brunei, Singapore, and Indonesia as well as Taiwan, Japan, Korea, the UAE, and Qatar. Their profiles include members of the royal families, Chairmen of large MNCs, C-level executives from sovereign wealth funds, and academics.



Javed Ahmad, CEO of Darussalam Enterprise, said, “We have been working with Golden Equator for the past few years, and with their successful track record in building startup ecosystems and helping startups grow regionally, I welcome the Group’s initiatives. The Group also possesses strong finance, wealth management, and legacy planning capabilities, which we need to grow and establish the necessary infrastructure in Brunei. I look forward to their contributions in building the finance and innovation ecosystems here, working closely with the public and private sectors in reaching our Wawasan 2035 goals of diversification.”

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About Golden Equator Group (Golden Equator)

Golden Equator is a holding group comprising businesses covering finance, consulting, and a community-focused workspace.

We invest in future generations through our key pillars of Capital, Technology, and Community through the Group ecosystem. Focused on technology and innovation, we work with like-minded individuals to build financially rewarding businesses while driving positive social impact through our work.

For more information, please visit: <https://www.goldenequator.com/>

About Golden Equator Wealth

Golden Equator Wealth (GEW) is a multi-family office that provides UHNW families and individuals with comprehensive wealth and legacy preservation solutions. Our holistic and independent approach recognises that passing down a legacy goes beyond simple wealth management to include an effective wealth transfer, preparing the next generation, and passing on the family values to future generations. GEW is licensed by the Monetary Authority of Singapore.

GEW is a subsidiary of Golden Equator Group. Through its ecosystem of businesses and networks, the Group invests in the future generation through its key pillars of Capital, Technology, and Community to build financially rewarding businesses while driving positive social impact.

For more information, please visit: <https://www.goldenequatorwealth.com/>

About Golden Equator Consulting

Golden Equator Consulting (GECO) is a digitally focused consulting firm that helps startup and traditional businesses to learn, grow and connect. We leverage our blend of technical expertise and deep networks to deliver sustainable, partnership-driven business solutions aligned to your company’s long-term vision.

GECO is a subsidiary of Golden Equator Group. Through its ecosystem of businesses and networks, the Group invests in the future generation through its key pillars of Capital, Technology, and Community to build financially rewarding businesses while driving positive social impact.

For more information, please visit: <https://www.goldenequatorconsulting.com/>

About SPECTRUM



SPECTRUM offers curated workspaces designed to provide an authentic community experience, along with the connections and resources needed to expand innovative businesses. Its mission is to enable a global community of innovators and technology-driven organisations to collaborate, learn and shape businesses of tomorrow.

SPECTRUM is a subsidiary of Golden Equator Group. Through its ecosystem of businesses and networks, the Group invests in the future generation through its key pillars of Capital, Technology, and Community to build financially rewarding businesses while driving positive social impact.

For more information, please visit: <https://www.spectrum.global/>