Firm Overview

Asia Plus is a leading financial service group of companies providing one stop financial service center ranging from Securities Brokerage, Investment Banking, Assets and Wealth management, Equity Derivatives and Private Equity.

Service

Investment Banking Services under Asia Plus Advisory are detailed as follows:

- **Public Offerings and Private Placement**
  Conduct due diligence of a client and its related parties for restructuring to enhance the client’s equity value and comply with SEC and/or SET regulations with proper disclosure, which includes valuation and pricing of the client and development of placement strategies.

- **Mergers & Acquisitions**
  Assist an acquirer or a seller to search and identify targets or a targeted acquirer, evaluate the target and financial considerations in offer to formulate transactional strategies, to negotiate and arrange funding, and where applicable to advise on regulatory compliance.

- **Transaction Financial Advisory**
  Advise a client in pursuing a take-over, business consolidation, investment/ divestment or connected transaction which includes strategies formulation, transaction structure, valuation, disclosure and compliance Public Offerings and Private Placement.

- **Business Valuation & Feasibility Study**
  Assess a client’s business/equity value with generally accepted valuation methodologies such as Book/ Adjusted Book Value, Discounted Cash Flow, Comparable Multiples, and Liquidation Value.

- **Independent Financial Advisory**
  Provide an independent opinion regarding a financial or business transaction and advise on any relevant SEC and/or SET regulations governing the transaction.

- **Financial Restructuring**
  Advise financially distressed companies to reorganize their businesses, capital and financial structures as a going concern in conjunction with negotiation with creditors in preparing for growth and expansion.
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Experience

Lec has been advising both international and local corporate clients from a great variety of business sectors in the areas of business planning and strategy development, organizational diagnosis and restructuring, project feasibility study, business valuation, public listing, mergers and acquisitions, financial restructuring, and corporate recovery. He is an experienced business negotiator, with a particularly good understanding of the Japanese and Chinese business culture, and is fluent in these languages and capable to work comfortably in a cross-cultural environment.