

## **SIM HOY CHHOUNG**

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### **PROFESSIONAL EXPERIENCE:**

#### **January 2018 – Present, Japan Valuers (Cambodia) Co., Ltd, Phnom Penh**

##### *Managing Director*

Manage all aspects of the company's operations. The company provides the real estate services including valuation and advisory services, property and asset management.

#### **August 2014 to 31 December 2017, VTrust Appraisal Co., Ltd, Phnom Penh**

##### *Chief Executive Officer*

- ) Manage daily financial transactions and liquidity of the company
- ) Make financial projections and financial modeling using advanced Excel Spreadsheet
- ) Formulate financial strategy of the company and present it to the board of directors
- ) Develop strategic business plan for the company
- ) Improve financial reports, management reports and develop other key financial indicators
- ) Analyze and value property investment projects such as condo & apartment
- ) Address the issues with clients regarding the valuation opinion, for example, ordering a valuation review process when our clients complaint about the opinion.
- ) Oversee all areas of the company and make decisions and take full responsibilities for the actions taken. attending high-level meeting both in-house and with clients
- ) Produce hundreds of business and property valuation reports in English.
- ) Develop and maintain client relationships with banks, Initial Public Offering (IPO) clients, IPO underwriters, other corporate and individual clients
- ) Perform valuations of investment properties such as shopping malls and apartment building, privately-held businesses, property plant & equipment using applicable valuation approaches applicable to each specific property
- ) Examine income records and operating costs of income properties and make projections of the property income in valuation analysis

- J Plan, manage, team-lead valuation projects especially for long-run projects in Pre-IPO valuation cases which typically last a few months to complete
- J Conduct market and site analyses of subject property, especially for commercial, income producing properties.
- J Provide consultancy regarding IPO positioning and pre-IPO valuations
- J Be responsible for the building up of real estate transaction database and management. The company has yet to have such kind of detailed database
- J Review on all draft valuation reports prepared by team members before final release to clients as part of quality assurance of valuation work
- J Conduct property development project feasibility study and comprehensive business planning
- J Involve in strategic business development planning of the company

**2012 – 2014, Devenco Management & Consulting Firm,  
Cambodia**

**Phnom Penh,**

*Senior Investment Consultant*

- J Developed financial projections and project planning, businesses and investment analysis
- J Assessed clients' financial needs, cash flows and credit analyses of potential project/businesses
- J Project planning and team-leading in project implementation
- J Performed financial structuring of potential investments and proposed capital raising
- J Developed capital-raising documentation including business plans, investment proposals, PPT presentation, teasers and pitching with local banks and investors
- J Collected and prepared all relevant documents including financial reports, legal documents for bank loan application on behalf of clients or for equity raising from potential investors
- J Provided business consultancy to both local and foreign investors in Cambodia

**2010 – 2012, Leopard Capital Cambodia Ltd, Phnom Penh, Cambodia**

*Investment Associate*

- J Developed financial projections and planning, and reporting
- J Conducted due diligence of potential investments, projects, businesses
- J Networked with business owners, companies, project developers, business associations, banks, potential investors,... etc
- J Developed valuation reports and investment memorandum, Power Point presentation to the Investment Committee
- J Closed one \$6MM mineral water project deal from start to close with minimal direction from Chief Investment Officer (CIO)
- J Directly involved with the restructuring of a seafood company in the fund portfolio which include management information system, internal control procedure and capital structure.

- ) Developed documentation including business plans and financial statements of investee companies to apply for working capital loan from banks and documentation for external auditing of the investee companies
- ) Negotiated with banks to secure debts for the investee companies,
- ) Played role as acting financial controller for portfolio companies, managing finance departments of the portfolio companies

**2005 – 2008 Canadia Bank Plc, Phnom Penh, Cambodia**

*Deputy Chief Accountant*

- ) Prepared all aspects of financial reporting for senior executives and National Bank of Cambodia
- ) Prepared financial statements and other financial accounts for external auditing, coordinated with external auditors and obtained clean audit reports for all years.
- ) With financial controller, initiating a formal annual budget planning for the whole bank, coordinated a formal budgeting and planning process for the bank,
- ) Controlled a US\$ 420 million asset budget and US\$ 20 million budgeted profit of the bank and conducted the evaluation of performance
- ) Conducted financial ratio analyses of peer banks and banking industry
- ) Worked with financial controller to build financial models of bank's liquidity management, including sensitivity and ratio analyses
- ) Played a main role in preparing the bank's five-year strategic business plan 2007-2011
- ) Coordinated the writing of formal accounting and internal control procedures manual for accounting department and trained all the 18 accounting staff members on them
- ) Team leader of accounting department to implement Temenos core banking software installation project
- ) Regularly participated in board of directors meeting to present the financial performance and budget planning discussion and other related issues
- ) Coordinated with bank regulators, tax officers and international institutions such as the International Finance Corporation, KFW...etc

**2002-2005 BRC TECHNOLOGY Co., Ltd, Phnom Penh Cambodia**

*Head of Accounting Unit*

- ) In charge of accounting unit with 5 staff members
- ) QuickBook application, cash management, account receivables management, payroll, purchasing
- ) Maintained accounting records, processing payments, prepared fixed assets registrar
- ) Prepared financial reporting and liquidity analyses
- ) Coordinated with external auditors and tax officers.

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**EDUCATION**

2008 – 2010 **Brandeis University, International Business School**, MA, USA  
*Master of Business Administration: Concentration on international finance, May 2010*

2003 – 2006 **Association of Chartered Certified Accountants (ACCA)**, UK  
*ACCA Affiliate June 2006*

2000-2002 **Royal Academy of Cambodia (RAC)**, Phnom Penh Cambodia  
Master of Economics

1995 – 1999 **Royal University of Law and Economics (RULE)**, Cambodia  
*B.S. Economics*

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### **AWARDS AND SCHOLARSHIPS**

- ) South East Asia Supplemental Grant Award for Outstanding Fulbright Grantees, March 2010
- ) Fulbright Scholarship Granted by Institute of International Education, USA, 2008
- ) Scholarship from the Royal Government of Cambodia to pursue ACCA professional accounting program, August 2003
- ) Scholarship from the Royal Government of Cambodia to pursue the master degree of economics at the Royal Academy of Cambodia, 2001

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### **ADDITIONAL**

- ) Served as a non-executive director in a few companies such as Intean Poalroath Rongroeurng Ltd (IPR MFI), Office Culture Supplies Co., Ltd...etc.
- ) Member of Fulbright and Undergraduate State Alumni Association of Cambodia (FUSAAC)
- ) Attended high impact presentation skill provided by Dale Carnegie & Associate, Inc, USA
- ) Computer Literacy ( Ms Office, Internet, email, social media)

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**REFERENCE** Available Upon Request