

# ESG-PwC Financial Management Masterclass for SMEs



Raising debt finance

Financing strategies and options for growth

Unlocking cash



Supported By:

**Enterprise  
Singapore**

**SkillsFuture Singapore funding up to 70% is available.**  
Terms and conditions apply.

# PwC Financial Management Masterclass for SMEs



New world.

New skills.

## Upcoming runs in 2022

### Run 6:

9, 13 & 14 December 2022

### Time:

8.45am – 5.45pm

### Venue:

Enterprise Singapore office  
(230 Victoria Street, #09-00,  
Bugis Junction Office Tower)

### CPE Credits:

21 Hours

## Course objectives

Increase the financial literacy and financial management capabilities of SME owners and SME business leaders

Provide assistance on how SME owners and SME business leaders can get their companies into a better financial standing

Raise the level of awareness of how SME owners and SME business leaders can access different forms of capital for their financing needs

## Benefits of attending

The PwC Financial Management Masterclass for Singapore SME Business Owners and SME business leaders is designed by and developed by PwC and supported by Enterprise Singapore (EnterpriseSG) to help Singapore SME business owners and business leaders understand and acquire effective Financial Management skills to help them strategize and grow their business.

This intensive workshop will help SME business owners build and sharpen their financial management capabilities. It will dive into key areas such as raising debt & equity financing and unlocking cash for the business in order to build greater resilience for the business.

This programme will also feature a number of panel discussions and fireside chats with experienced practitioners from banking and financial institutions, as well as successful SME business owners and CFOs with SME experience.

## Who should attend?

- SME CEOs, CFOs and COOs
- Heads of Finance e.g. Financial Controllers and Finance Managers
- SME Senior business leaders



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## PwC Financial Management Masterclass for SMEs



### About PwC's Academy

PwC's Academy is the specialised external training arm of PwC Singapore. Leveraging upon our core competencies and deep industry knowledge, we translate them into powerful, practical and relevant experiential learning solutions.

Over the past 20 years, our financial management workshops for non-finance staff has attracted over 12,000 participants.

This Financial Management Masterclass for Singapore SME's is supported by Enterprise Singapore (EnterpriseSG).



### About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development. The agency works with committed companies to build capabilities, innovate and internationalise.

It also supports the growth of Singapore as a hub for global trading and startups, and builds trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.



## Workshop agenda – at a glance

### Day 1 “Raising Debt Financing”

- Introduction
- Financial Statements
- Business Analysis
- Funding through the lens of a Lender – Raising Debt Finance
- Fireside chat with CFOs

### Day 2 “Investment and Fund Raising”

- Nailing the fundamental concepts of Finance – Part 1
- Funding through the lens of an Investor – Access to Equity Capital
- Investment & Fund Raising
- Fireside chat with Valuation and M&A experts

### Day 3 “Unlocking Ca\$h”

- Nailing the fundamental concepts of Finance – Part 2
- Unlocking Ca\$h – Working Capital Management
- Lunch & Learn – Tax highlights
- Cash Forecasting & Budgeting
- Cash vs Profit
- Warning Signals

## Workshop agenda – a detailed view

### Day 1: Understanding how lenders view your company – finance fundamentals for SMEs

Session topic	Session outline
Why Financial Statements Matter and how to understand them	<p>Who are the users? - Why financial statements matter?</p> <p>The components of financial statements:</p> <ul style="list-style-type: none"> <li>• Understanding the Balance Sheet</li> <li>• Understanding the Income Statement</li> <li>• Understanding the Cash Flow Statement</li> </ul>
Business Analysis	<ul style="list-style-type: none"> <li>• How to use financial statements for decision making</li> <li>• Know how to interpret financial statements and analyse business using 7-step approach</li> <li>• Be familiar with financial ratios - profitability; liquidity; solvency; leverage</li> </ul>
Funding through the lens of a Lender - Raising Debt Finance	<ul style="list-style-type: none"> <li>• How a Lender decides whether to grant or reject a loan request</li> <li>• Common reasons for loan rejections</li> <li>• Understanding the restructuring and refinancing of loans and its impact on companies</li> </ul>
<b>PwC special: Fireside chat with CFOs/ founders double hatting as CFOs</b>	CFOs/ Founders double hatting as CFOs with SME experience will share insights on the importance of having a CFO, the role they play in the fund raising process and answer any burning questions.

# Workshop agenda - detailed



## Day 2: Financing strategies for SMEs – through the lens of an Investor

Session topic	Session outline
Nailing the Fundamental Concepts of Finance – Part 1	<ul style="list-style-type: none"><li>• Revenue Recognition</li><li>• Impairment of receivables &amp; property, plant &amp; equipment</li><li>• Going Concern</li><li>• Profit Plus™ Board Game</li></ul>
Through the lens of an Investor - Financing strategies and access to equity capital	<ul style="list-style-type: none"><li>• Raising Finance from Investors:</li><li>• Overview of Sources of Financing</li><li>• Investment filters and metrics</li><li>• Financial projections and valuations</li></ul>
Investment and Fund Raising	<ul style="list-style-type: none"><li>• Financing with debt vs equity</li><li>• Impact of debt on business and how to use debt effectively</li><li>• Investment overview</li></ul>
<b>PwC special: Fireside chat with valuation and M&amp;A experts</b>	The art and science of Valuation, and Mergers and Acquisitions (M&A)

## Day 3: Unlocking Ca\$h | Finance concepts | Warning signals

Session topic	Session outline
Nailing the Fundamental Concepts of Finance – Part 2	<ul style="list-style-type: none"><li>• Accruals</li><li>• What is a group?</li><li>• More concepts – materiality; consistency</li><li>• Goodwill</li><li>• Intangible assets such as Intellectual Property</li><li>• Research &amp; Development</li></ul>
Working Capital Management - Unlocking Ca\$h for your business	<ul style="list-style-type: none"><li>• Cash management</li><li>• Receivables management</li><li>• Payables management</li><li>• Inventory management</li></ul>
Cash Forecasting and Budgeting	<ul style="list-style-type: none"><li>• Cash Flow Forecasting</li><li>• Creating Budgets and Understanding Variances</li></ul>
Understanding the difference between cash flow and profit	<ul style="list-style-type: none"><li>• Understanding the difference between profit and cash flow</li><li>• Understand why cash is king!</li></ul>
Warning Signals	<ul style="list-style-type: none"><li>• Uncover and appreciate what some of the clear warning signals are in financial statements</li></ul>

## Subject experts and trainers



**Anthony Moore**  
Programme Director and  
Chief Trainer

Anthony Moore has more than 20 years of experience advising clients on their financial and communications training strategy across a broad range of industries. To date, Tony has conducted training for more than 12,000 participants in finance and working capital management over a span of more than 20 years at PwC Singapore.

Tony is one of PwC's leading workshop facilitators for both Face to Face training and Virtual Learning and has designed and facilitated workshops successfully in Singapore, Malaysia, Hong Kong, China, Korea, Japan, Vietnam, Indonesia, India, Sri Lanka, Thailand, France, USA, South Africa, Azerbaijan, Dubai, United Kingdom, Australia and New Zealand.



**Teo Chee Kiong**  
Trainer

Chee Kiong has more than 13 years of M&A experience across the deal continuum. He has extensive experience in the private equity market in Southeast Asia. He also spent two years with PwC Australia and three years in the private equity sector.

Chee Kiong has supported large and mid-tiers private equity and corporate clients in their investment and sale process. The deals he has involved range from privatisation, leverage/management buy-out, minority stake investments and credit deals.

He holds Bachelor of Business Administration with a major in Finance from National University of Singapore. He is a Chartered Accountant in Singapore and Fellow member of Association of Chartered Certified Accountants (UK).



**Sim Hwee Hong**  
Trainer

Hwee Hong is a PwC Singapore Partner specialising in merger and acquisition advisory and has extensive cross border deals experience having spent 8 years in New York, 5 years in China and most recently, 2 years in Japan in our respective Deals teams. Hwee Hong is focused on guiding our clients' through the M&A transaction process, performing financial and operational due diligence reviews, carve-out advisory, business plan reviews, business valuation considerations, assistance with deal structuring, post-deal transitional issues and advising on purchase price adjustment and completion matters.



## Subject experts and trainers



**Christopher Tan**  
Trainer

Christopher is a Partner within PwC Singapore Deals Valuation and Accounting Advisory where he also leads the specialist Sale and Purchase Agreement (“SPA”) services in Singapore. Christopher has over 18 years of professional experience in providing audit and advisory related services.

He advises clients on complex accounting and valuation matters, such as those relating to business combinations, structuring of acquisition debt/equity instruments, purchase price allocation exercise, intellectual property valuation, goodwill impairment test and application of IFRS.

Christopher provides buy side and sell side advice on SPAs to both corporate and private equity clients and regularly conducts accounting and valuation training both internally and externally.



**Colin Lew**  
Trainer

Colin is a Senior Manager in PwC Singapore’s valuations advisory team. He has worked with various clients undertaking projects spanning M&A valuation, impairment testing, stock option valuation, litigation support and purchase price allocations (PPA). He has been with PwC Singapore for more than 7 years and has worked with various clients in Singapore and abroad.

Colin graduated from the University of Sydney with a Bachelor of Commerce in Finance and Marketing. Colin is a specialist in valuation and has worked with his clients on numerous M&A deals, including cross-border deals with targets in Asia Pacific, South East Asia, Europe and the United States.

\*Trainers' involvement in each workshop is subject to availability and PwC reserves the right to change the appointed trainers at its own discretion.

## Masterclass Feedback From SME Owners, CEOs, CFOs .... (Over 5 Runs)



- **Comprehensive and beneficial in understanding financial concepts**
- **Very well designed Masterclass, with interesting games!**
- **PwC’s trainers are credible, experienced and commendable knowledge**
- **Learnt more in 3 days than years of reading!**
- **Trainers made “dry” finance topics interesting**
- **Highly recommended for financial and non-financial managers**

**Average Overall  
Rating for  
Masterclass**

**4.7/5.0**

**Average Overall  
Rating of the trainers**

**4.7/5.0**

### Additional notable feedback:

“Very interesting course. Trainers made a dry topic interesting and bearable. Enjoyed the 3 days workshop”

“Overall a very good course and would recommend it to others”

“Good exercise to try and understand companies based on financial statements/figures”

“Card game gives a very simplified explanation on how we can separate the financial entries between balance and Income statements”

“It was an excellent way to understand the business items because it was visually presented.

# Registration form - PwC Financial Management Masterclass for SMEs

**SkillsFuture funding is available from 50% up to 70%\***

Applicant Profile	Singapore Citizens aged between 21 to 39 years old / Permanent Residents aged 21 and above	Singapore Citizens aged 40 and above	Enhanced Training Support for SMEs (SME-sponsored Singapore Citizens and Permanent Residents)	Non-Singaporeans / Non- Permanent Residents
Subsidy Category & Amount	Up to 50% of course fees	Up to 70% of course fees	Up to 70% of course fees	Full course fee, no SkillsFuture funding
Full course fee	\$1,300.00	\$1,300.00	\$1,300.00	\$1,300.00
SkillsFuture funding	\$650.00	\$910.00	\$910.00	N.A.
Nett Course fee	\$650.00	\$390.00	\$390.00	\$1,300.00
GST 7% (on Full course fee)	\$91.00	\$91.00	\$91.00	\$91.00
<b>Payable course fee (including 7% GST)</b>	<b>\$741.00</b>	<b>\$481.00</b>	<b>\$481.00</b>	<b>\$1,391.00</b>

Please register the following person/s for the workshop on,

9, 13 & 14 December 2022

**Online registration here:**  
[CLICK HERE](#)

## Personal details

Name: Mr/Ms/Mdm ..... Designation: .....

Company: ..... UEN: .....

Address: .....

Email: ..... Contact No.: .....

## Contact Person

Name: Mr/Ms/Mdm ..... Designation: .....

Company: ..... Address: .....

.....

Email: ..... Contact No.: .....

**Consent:** By submitting the information above, I acknowledge that the personal data disclosed above is accurate and complete, and consent to the following: PwC Data Protection Policy: <https://www.pwc.com/sg/en/site information/data protection policy.html>





## Preferred payment mode

- Cheque                       Bank transfer                       Credit card (subject to administrative charges)

## How did you know of this programme (you may choose more than 1):

- PwC's Academy email newsletter                       Referred by .....
- Others: .....

## Registration and Payment

Registrations will only be confirmed upon receipt of payment and registration form. Please email the scanned copy of your registration form to [sg\\_academy\\_mailbox@pwc.com](mailto:sg_academy_mailbox@pwc.com) and/or mail the registration form and cheque to **7 Straits View, Marina One, East Tower, Level 12, Singapore 018936 (Attn: PwC's Academy)**

For registration and enquiries, please email us at [sg\\_academy\\_mailbox@pwc.com](mailto:sg_academy_mailbox@pwc.com)

### Cancellation policy:

Full payment must be made prior to the workshop.

Registered participants will be liable for the full fee even in the event of non-attendance.

Upon receipt of registration, any request for cancellation or a replacement must be confirmed in writing at least **(7) working days** before the seminar and subject to PwC's Academy's approval.

10% administrative fee will be imposed for any cancellation or deferment received less than **(5) working days** before the seminar.

PwC's reserves the right to amend, postpone or cancel the workshop due to unforeseen circumstances.

### Note:

- Payable course fees includes 7% GST, refreshments, and seminar kit.
- The seminar will be conducted at a dedicated training room at EnterpriseSG's Bugis Junction Office, or at a venue located near an MRT.
- Certificate of Attendance will be awarded on successful completion of the workshop.
- Continuing Professional Education (CPE) credits will be awarded upon successful completion of the workshop.

Participants must have achieved at least 75% attendance and completed hands-on exercises in the course of the Workshop to apply for SkillsFuture Funding. Payable Course Fee can be offset using participant's SkillsFuture Credit. Employers may also obtain absentee payroll funding. Terms and conditions of SkillsFuture Singapore Agency applies.