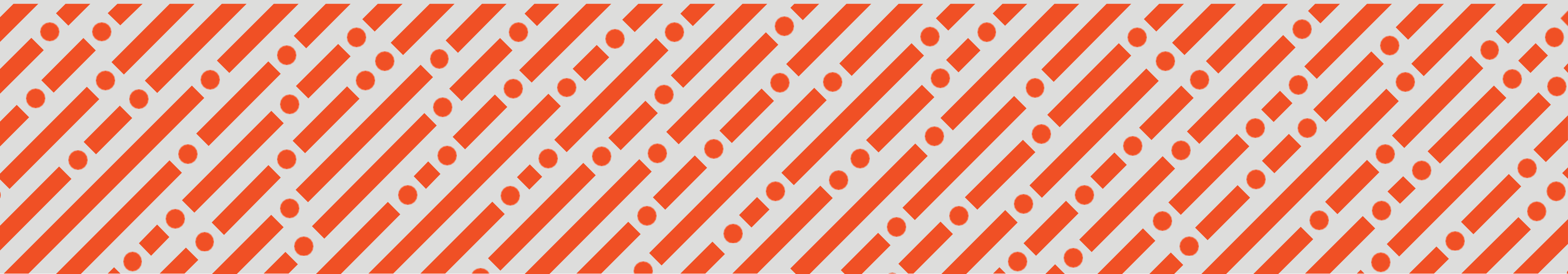


incite

Incite Innovations
Sdn. Bhd.

Supercharging
Businesses



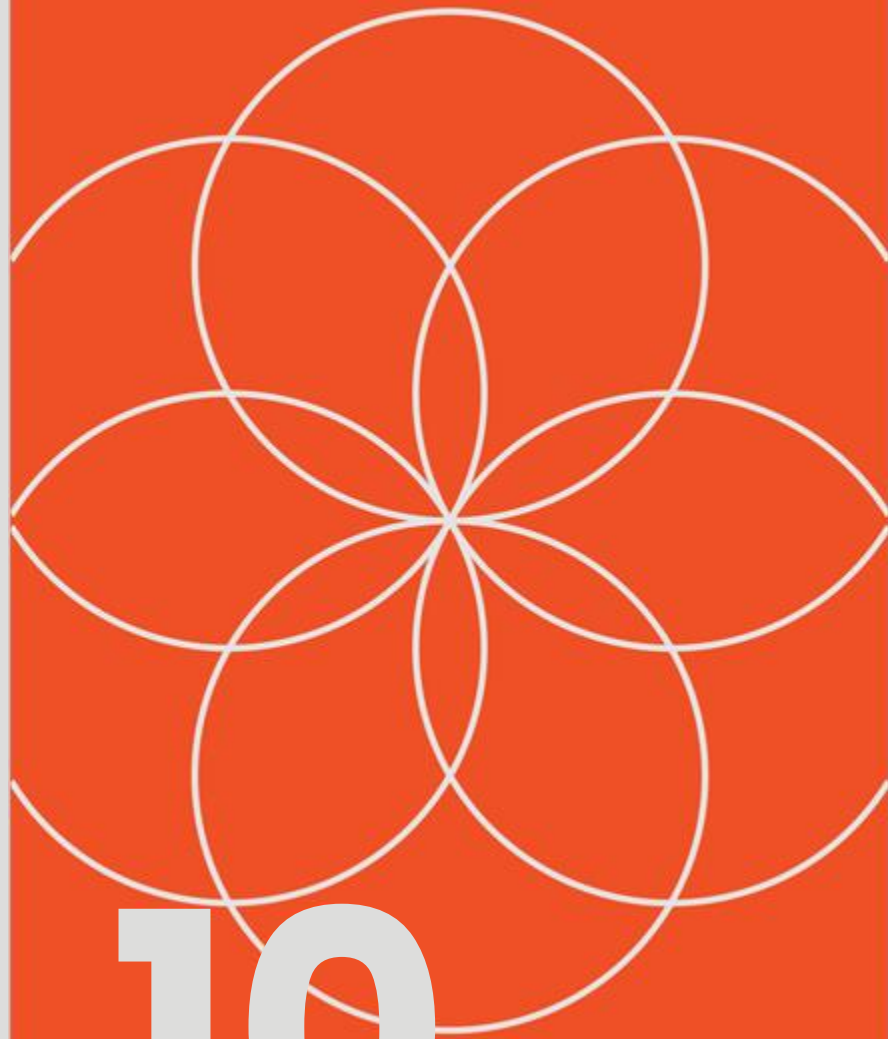


WE REVOLUTIONISE BUSINESS WITH SUPER BUSINESS SOLUTIONS

We provide comprehensive Fintech & Retail Management solutions to businesses in Southeast Asia, such as proprietary CRM and POS systems, alternative funding, fintech-enabled procurement system, and integrated payment gateway.

POWERING YOUR BUSINESS

Services



10

Countries Coverage



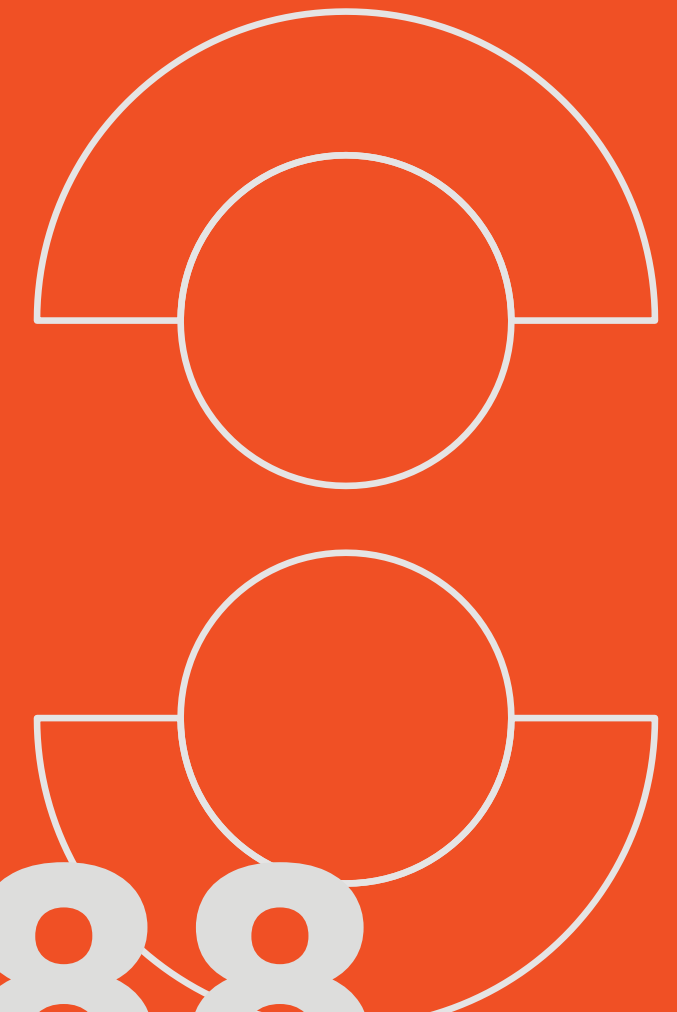
4

Industries



16

Professionals



88

*as of September 2024

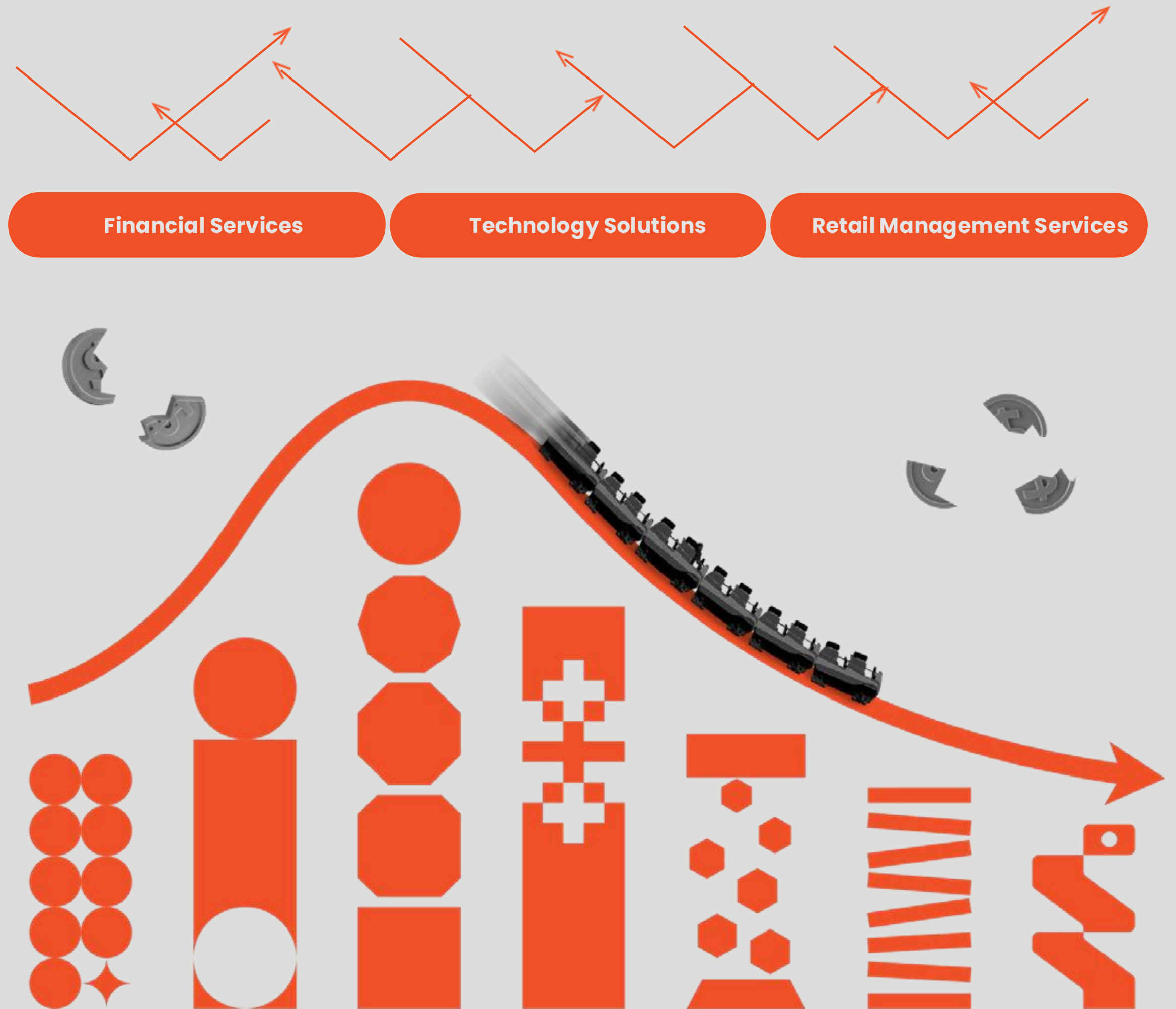
THE INCITE FORMULÀ

The ever-changing business landscape presents complex and multifaceted challenges for companies in 2023 and beyond. **Rapidly changing market dynamics, technological disruptions, and talent shortages create a difficult environment to navigate.** These challenges, coupled with **uncertain funding situations**, often force companies to cut back on investments and transformative initiatives, putting them at a disadvantage against their competitors.

Staying competitive requires agility, adaptability, and a willingness to embrace change while investing in innovative technologies and strategies.

At Incite Innovations (“Incite”), we believe that businesses of all sizes have the potential to grow and achieve greater success. We offer a full suite of services and solutions that enable companies to increase their business prowess and profits, particularly those in the retail and F&B sectors. Our expertise lies in synthesizing new technologies, best practices, and market intelligence to design people-centered solutions across three verticals that meet the shifting demands in an increasingly complex business environment.

Designed to help businesses optimize operational efficiency and drive business growth, our three verticals are **Finance Services, Technology Solutions and Retail Management Services.**



OUR SERVICES

Technology Solutions

//. ALEVATE
POS

CLARITAS



Procurement System

Cloud CRM System

E-Commerce Solutions

POS System

Retail Management Services

//. ALEVATE
PROCURE



Redemption Solution

Supply Chain Solution

F&B Consultancy

Financial Services

//. ALEVATE
CAPITAL

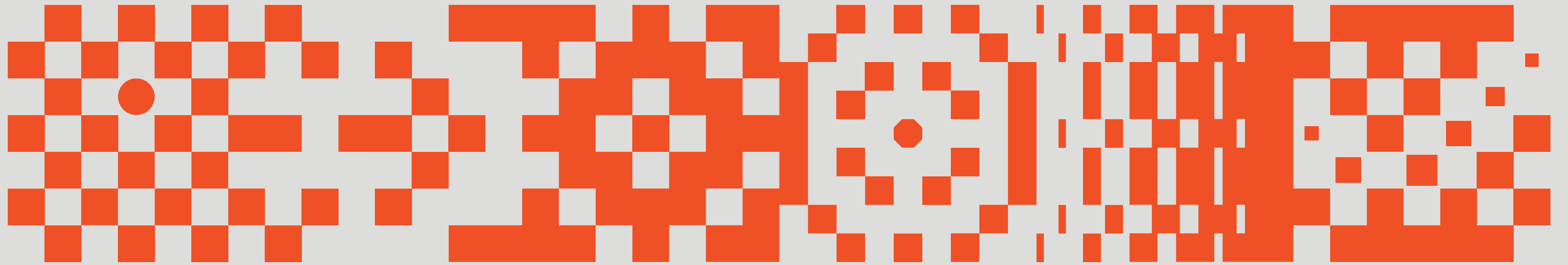
FIDELITY
UNDING



Fundraising

Supply Chain Financing

Working Capital



When working with clients, we adopt the INCITE approach:

! n c ! t e

Identify the 'real' needs through consulting in order to create unique, personalised solutions that are truly tailored to your business and budget

New strategies are proposed, packed with industry insights to unlock your true potential

Competitive advantages outlined to position you one level above your competitors

Intelligent new ways activated to embrace change and grow across your business to create lasting value

Thorough follow-ups and necessary improvements are done at speed and scale

Evaluate the executions and success before Chapter 2.0 goes live



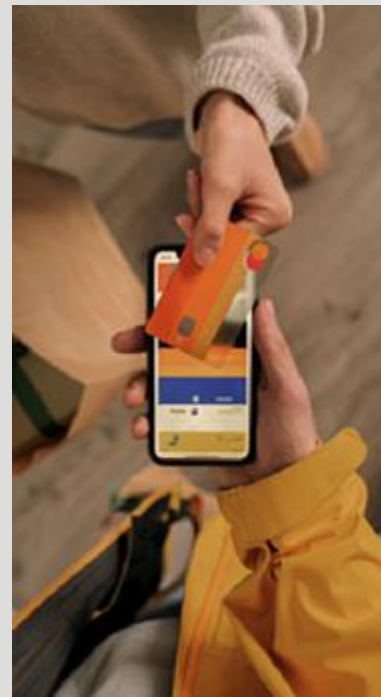
Food & Beverages



Public Service



Automotive



Banking



Retail



Communications



Electronics



Insurance



Healthcare



Life Sciences



Consumer Goods & Services



Infrastructure & Transportation Services



Education



Plantation & Agriculture



Regulatory & Supervisory



Beauty & Wellness

**WE SERVE
OVER 16
INDUSTRIES
ACROSS
ASEAN**



OUR CLIENTS

*The non-exhaustive list below represents only a sample of our esteemed clientele who trust us to deliver exceptional services and solutions tailored to their unique business needs

Technology Solutions



Retail Management Services

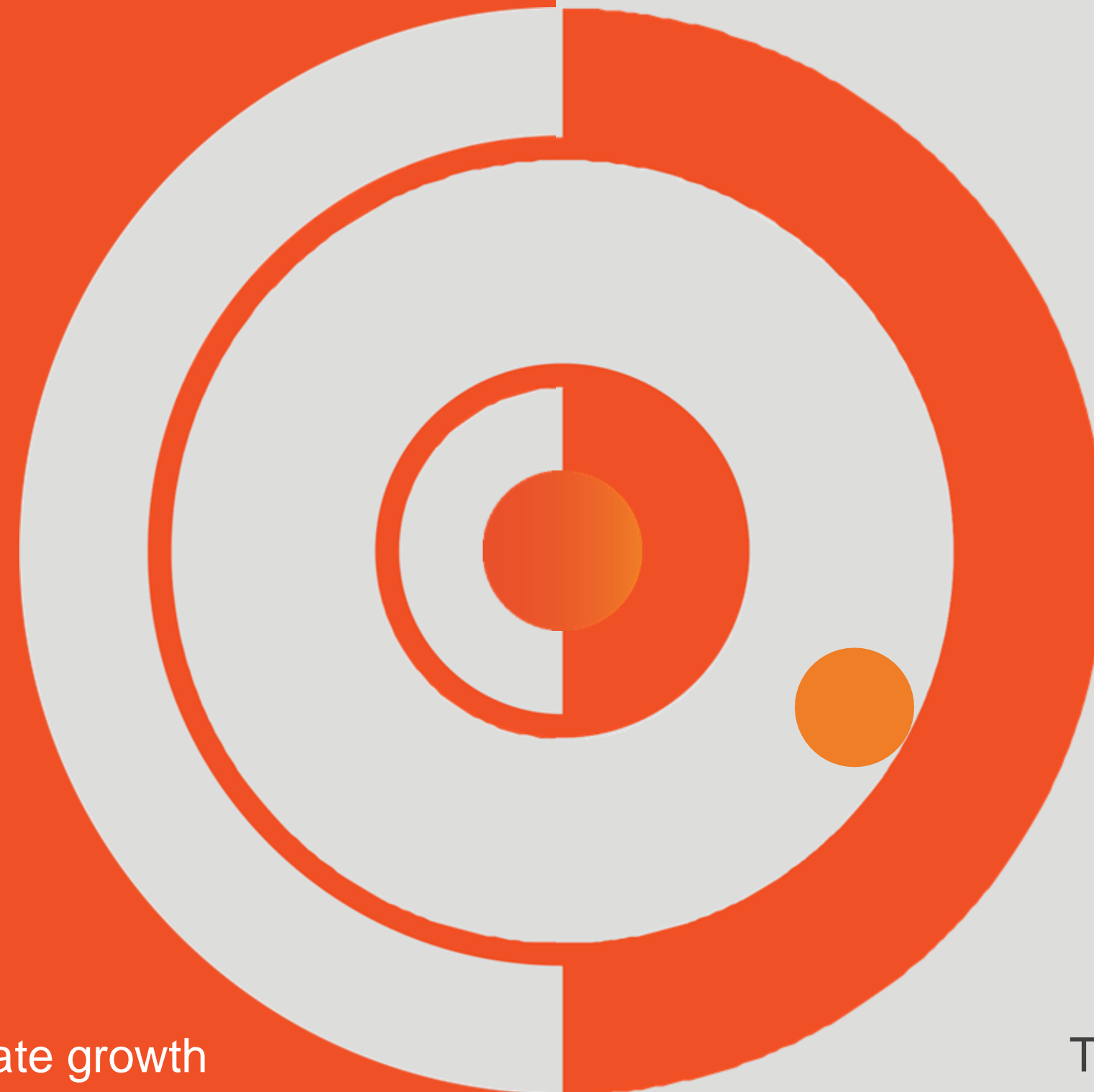


MISSION

To empower all businesses to accelerate growth through innovative and intuitive technology solutions and business strategies rooted in our unique Asian heritage

VISION

To build a world-leading ecosystem that revolutionises businesses while fostering economic growth and positive societal impact



VALUE

We consistently pursue growth opportunities for our internal and external stakeholders. We aim to build our people up to advance their career and deliver a positive experience to our customers

INNOVATIONS

strive to create and pioneer new and dynamic ideas to enhance our merchants' value proposition and strengthen our ecosystem, benefitting the company and its network

TRUST

We build open and honest relationships with our stakeholders and grow effectively in an environment of trust

AGILITY

We embrace and adapt quickly to market changes. The trust we build with each other enables us to be agile in navigating uncertain environments

LEARN

We inculcate a culture of continuous learning and humility within the company and its network, and believe that we can only be World Changers if we love creating great solutions for our communities

OUR CORE VALUES

RECENT MEDIA COVERAGES

Incite aims to speed up digitalisation of SMEs



TheStar

Jiwa SME: Lanskap Perniagaan PKS Pasca-Pandemik: Peranan Incite Innovations Group



F&B Solutions Provider Incite Innovations Aims To Go IPO by 2025

theSun



Helping hand for SMEs

TheStar



SMEs Urged To Embrace Digital Transformation For Economic Resilience



My Say: SMEs Must Unite to Navigate Malaysia's Digital Frontier



Incite Innovations' IPO Trajectory, Powered By Fintech, RetailTech and F&B



Malaysia SMEs Trailing Behind Riddled With Productivity Challenges Compared Global Counterparts



MEDIA COVERAGES

Digitalisation: Incite Foodtech's Retail Tech Solutions Target MSMEs at Every Stage of Their Lifecycle

THE EDGE
MARKETS
MAKE BETTER DECISIONS



Incite Foodtech's Vision of a UNIFIED Retail Tech Ecosystem

TheStar



Making The Most of DATA in Retail

astro
AWANI



ASEAN'S First Retail Tech Ecosystem

BFM 89.9
The Business Station



Incite Foodtech ACQUIRES 'Emerging Unicorn' Eatcosys

THE NEW STRAITS TIMES



Eatcosys acquired by Incite Foodtech to GROW retail tech solutions

VULCAN POST



Eatcosys Is One of The Leading Emerging Giants

THE EDGE
MARKETS
MAKE BETTER DECISIONS



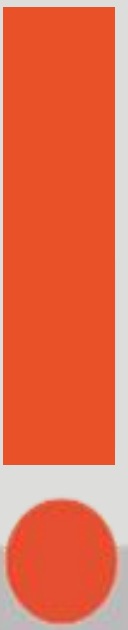
The Future For Quick Serving Food

BFM 89.9
The Business Station



KEY MANAGEMENT

At the helm of Incite Innovations are visionary entrepreneurs, business owners, and specialists in their respective fields. Our leaders bring decades of expertise and experience in serving both local and international markets, as well as an expansive global network to grow and expand our clients' businesses.





Tham Lih Chung
Founder x Group CEO

Tham is a renowned entrepreneur and investor with a strong track record of success in retail, fintech, and F&B industries. He founded several successful ventures including Union Chain Holdings and Rhombus Connexion – his leadership is pivotal to driving growth for these ventures and creating new business models for the next generation. His expertise further extends to corporate finance and investment banking, making him an invaluable asset to the Incite team.



Kelvin Leow
Chief Technology Officer

With over 15 years of software industry experience, Kelvin is a certified Project Management Professional (PMP) who specialises in software development, project management, and technology consulting. He co-founded Claritas Consulting and Nuren Group, leveraging his knowledge in customer relationship management, call center solutions, new media and digital marketing strategy, and e-commerce to drive success.





Gary Chin
CEO, Redemption Partnership

Gary excels in customizing, managing and executing retail market promotions across multiple countries. As the former Head of South Asia Regional Operations of The Continuity Company, he led teams to achieve exceptional results in increasing brand awareness, customer engagement, and revenue growth. As co-founder of MyCookingStory, he played a central role in establishing one of Malaysia's leading professional kitchenware marketplaces.



Jeff Ch'ng
CEO, Enterprise Solutions

Jeff is an expert in delivering innovative ICT solutions and building strategic partnerships for over 20 years. He has held various leadership roles, including Regional Head of NEC Corporation for Asia and the Middle East. Jeff is also the Managing Director of ITOA Integration and co-founder of Claritas Consulting, positioning him as a versatile leader in the retail technology space.





Ocean Chuah
CEO, Alevate Digital

Ocean is an accomplished retail technology advisor with more than 15 years of comprehensive digital and CRM experience. His expertise extends across multiple verticals, including beauty, wellness and F&Bs in Malaysia, Singapore, Brunei, Australia and beyond. Driven by his passion for technology advancement, he stands prepared to empower additional SMEs in Southeast Asia, guiding them through technology transformation for retailing, aimed at enhancing the customer experiences.



Dato' Michael Tee
Solutions Advisor, Shareholder

With more than 10 years of experience in the Stock Market covering Asia, Dato' Michael Tee has been serving the broking industry in Malaysia, Singapore, Indonesia, Thailand, Korea, China, Hong Kong, Vietnam and Cambodia. His last position in the stockbroking industry was the Director of Retail Equities in CIMB Investment Bank. With his experience in CIMB Investment Bank, Dato' Michael Tee founded VALETIPO and continue actively involving in corporate advisory and solutions such as Initial Public Offering (IPO) in Malaysia and United States of America, Private Placement, Margin Financing, ESG, Mergers and Acquisitions (M&A) for PLCs and SMEs.





Kwan Sad Sung
Group Financial Controller

Kwan possesses a Bachelor of Arts Degree in Accounting & Finance from the University of Hertfordshire and is acknowledged as a fellow member of the Association of Chartered Certified Accountants (ACCA) and a Chartered Accountant with the Malaysian Institute of Accountants. With over 15 years of professional experience in accounting, corporate finance, and general management within public listed companies across diverse industries, she brings comprehensive expertise in accounting practices, refined through direct engagement across various sectors.



Alicia Ang
Head of Human Capital

A dedicated HR professional with over a decade of experience in strategic leadership and operations. Committed to align human capital with organizational goals, this individual leverages data-driven insights to optimize performance and drive sustainable growth.

With a proven track record of success, this HR leader has successfully navigated organizational transitions, streamlined operations, and expanded into new markets. Their expertise in workforce planning, performance management, and strategic HR, coupled with their ability to build strong relationships and foster a positive work environment.





Douglas Chong
Commercial Director

Douglas brings over 10 years of extensive experience in commercial development, complemented by a law degree that enriches his strategic business acumen. Focused on tech, corporate, and funding solutions, Douglas is adept at crafting and implementing growth strategies that propel fast-growing SMEs to success. His proficiency spans innovative customer acquisition tactics, precise management of financial targets and budgets, and the cultivation of lucrative partnerships. With a deep grasp of market dynamics, Douglas provides expert consultancy in company restructuring and enhancement, leveraging his legal expertise to foster sustainable growth and competitive advantage for businesses.



Melisa Tang
Head of Group Marketing

Melisa is a passionate marketer, specialize in communications, wielding over a decade of online and offline marketing mastery. Her expertise spans integrated omni-channel marketing solutions tailored for numerous retail and food brands across diverse regions. A true believer in giving heart & soul to brands, made brands alive and continuously striving for innovative approaches in building consumer loyalty and novelty for long term business growth in the marketing domains, particularly in the e-tailing environment.



SUPERCHARGING BUSINESSES TODAY

Incite Innovations Sdn. Bhd.

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This document is provided as a general overview of our business and operations and is not intended to be a comprehensive description or analysis of all aspects of Incite Innovations Sdn. Bhd. It may contain forward-looking statements and projects that are based on our current expectations, assumptions, and beliefs. While we strive to provide accurate and up-to-date information, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the information, products, services, or related graphics contained in this profile. Any reliance you place on such information is therefore strictly at your own risk.

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