



PIUMENO

“Life is either a daring adventure or nothing at all”

C O N T E N T

About Us

Brief story about Piumeno and how special we are

Welcome

Message from the Co-Founders

Team

Who are our artists

Services

Our top quality services

Approach

Our secret approach I.D.E.A. and how it brings us to the next level of services

Portfolio

Our proud experiences and clientele

Sample

Our sample of arts

Our Art Gallery & Production Studio

Let's start our journey together!

1

About Us



We are an Artist, Painter, Fortune Teller, Navigator and Captain!

Over decades, we have wrote, drew, dreamed and managed romance, tragedy and comedy of company stories. Through our crystal ball, we show you the future of your business.

We are not your "ordinary" and "next-door" accountants or business consultants. We are the "Picasso" of your financial statement, "Sun Tzu" for your strategy to perfectly pirouettes to market like the "Pavlova"

2

Message from Co-Founders

Greetings,

Through 2020, We learnt that businesses have evolved toward **digitalization**. A company must run in a seamless process with cost-efficient to embracing competitors. Marketing, finance and accounting are taking essential roles more than ever before. A role of **revolution** from a book keeping clerk to finance business partner who understand sales and marketing becomes a more important requirement through various industries. On the other hand, the availability of such person and in **cost-efficient** are unfortunately rare.

PIUMENO comes with a solution. Our teams and partners are a **reliable network** of marketing, finance and accounting professionals who serves various size and stage of Company. Our commitment to grow together with your Company.

Looking forward for our journey together!

Piumeno

**Because every
relationship start
with TRUST**



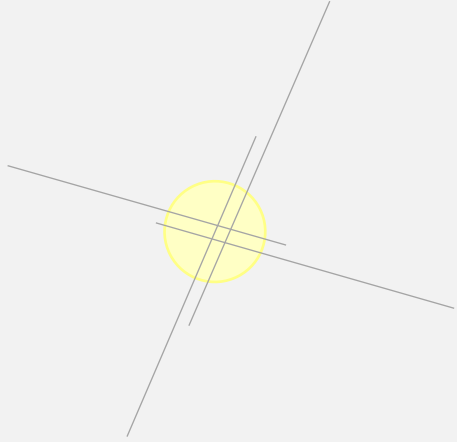
Our Experts

3

We are an artisan in Marketing, Finance and Accounting. Seeing colors in numbers and singing sopranos in the opera of your financial statement.

Our specialists will provide you FRESH new outlook on how you see your marketing, financial statement in combination with technology

WARNING: Because we do thing fast, accurate and beautiful, our service are **CONTAGIOUS** and **ADDICTED**



Henry Wee

Finance Producer



EXPERIENCED CFO WITH 15 YEARS INTERNATIONALLY:

for SaaS, Banking, E-Commerce and other businesses, Corporate Finance Specialist, Experienced Venture Capital and Private Equity Principal, Entrepreneur, and Portfolio Manager with excellent track record. While in the financial sector for over 15 years, I have worked in management positions from start-ups, early and mid-stage companies as well as small, medium and FORTUNE 500 cap enterprises. This experience allows me to offer professional financial and accounting services to all my clients.



Fiona Huang

Accounting Producer

CHARTERED ACCOUNTING WITH DECADE EXPERIENCES AS ACCOUNTANT AND AUDITOR.

Experienced in various accounting systems and have used it for more than 10 years. Fluent in IFRS, VAT and corporate tax requirements as well as statutory requirements. For the past 10 years, she has worked as regional accountant handling Asia Pacific in various financial institutions. Her main responsibilities was to generate monthly, quarterly and annual financial reporting.

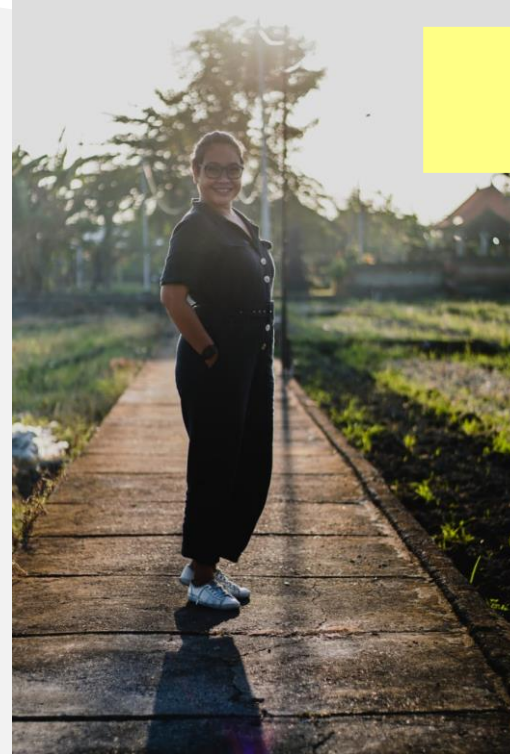


Maggie So

US Principal

FRACTIONAL CFO SPECIALIST WITH TECHNOLOGY FOCUS :

Accounting, finance and operations specialist with experience in venture-backed software companies with various industry coverage such as SaaS, aerospace, cybersecurity, advertising, e-commerce and more.



Danielle WP

Marketing Producers

MARKETING SPECIALIST FOR ASIA EUROPEAN MARKET:

Experienced handle full scope marketing, media, public relations and projects. Experienced driving the market in digital and execution of forward-thinking, cutting-edge creative campaigns and service to maximize brand awareness and accelerate messaging. With expertise in directing design layout for website, SEO content, social media strategy, she is ready to bring the anyone to another level of excellence.

“Everything you can imagine is real”

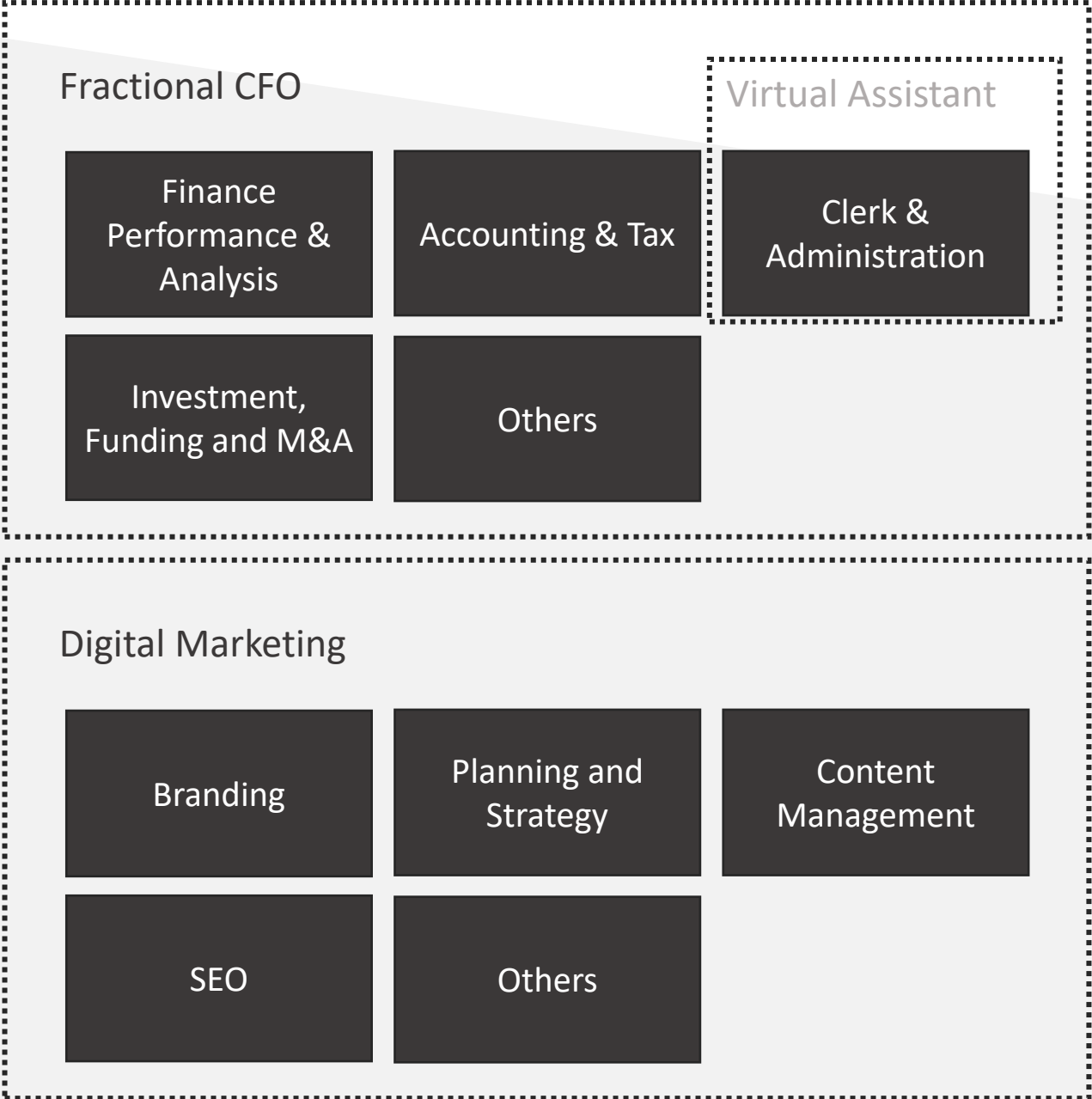
It is our pleasure to support each and every one of our clients to achieve what they imagined.

We believe that our team is capable of doing everything.

Ask our Team on our success story



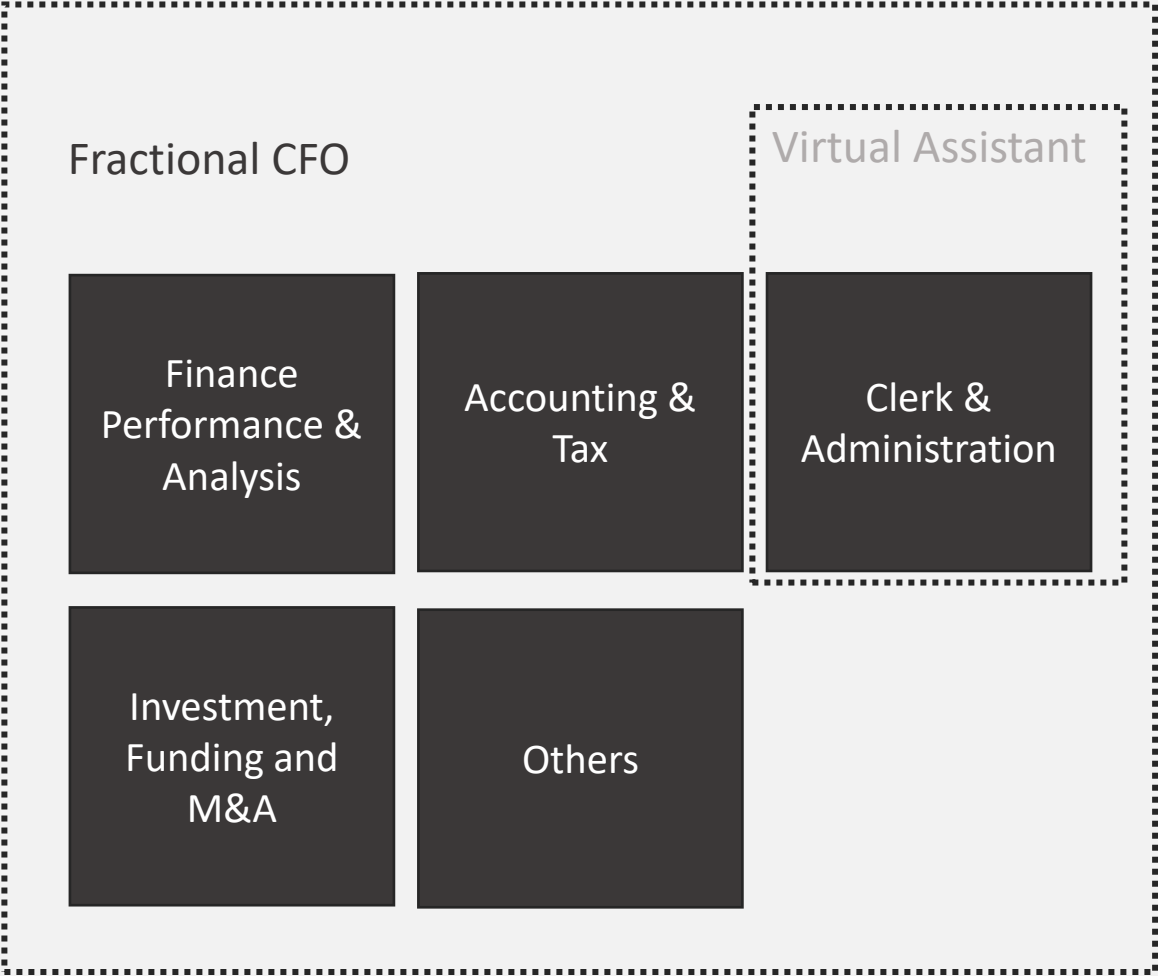
4 Our Services



“Every decision has FINANCE consequences”



Our commitment is to be with your Company in every finance stream
To be more than just your classical clerk and be more business partner
Supported with strong technology will provide you accuracy and efficiency



FINANCE PERFORMANCE AND ANALYSIS



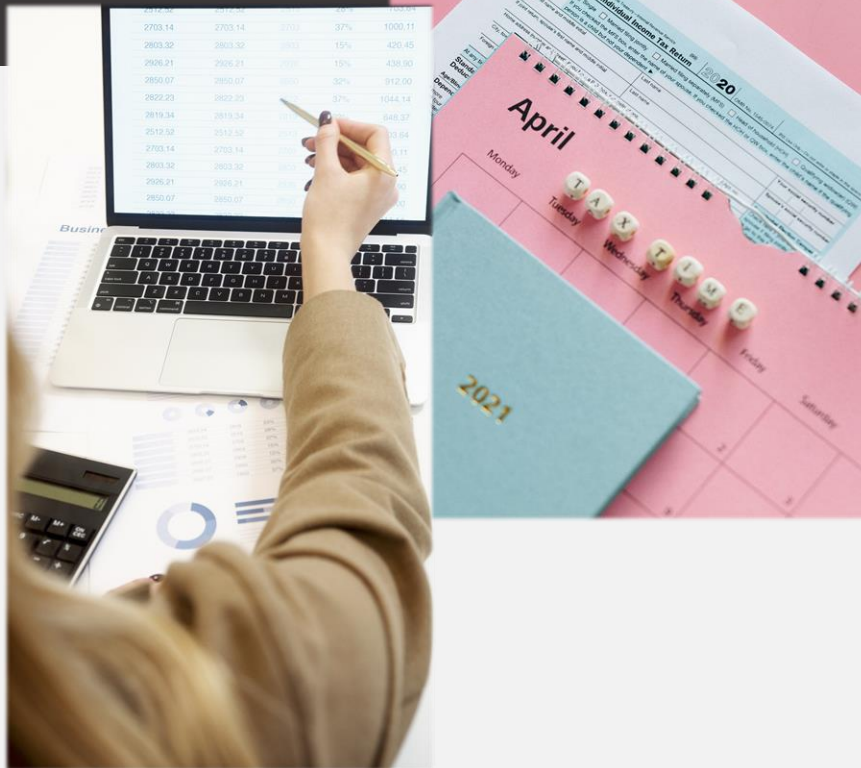
Fact: While in US and Asia it is called FP&A, most of Europe's Companies call it Controlling

In essence, the service is all about being business partner for our client's CEO

What make us different is that our analysts are experienced fortune teller! Included in FP&A are below but not limited to:

- Finance Modelling
- Business Plan and KPI set up and monitoring
- Performance Analysis Report (Finance & Non-Finance)
- Cost leak analysis
- Financial Dashboard (cloud basis available too)

Accounting and Taxation



Fact: Mick Jagger was an Accountant by profession before

It is always within our commitment that our Accountant and Tax experts will not be like your boring ex-Accountants.

And what makes us difference are:

- Free cloud accounting software
- Professional written quarterly and annual statement
- Preparation for local statutory compliance
- Full book keeping
- Tax computation
- Technical accounting consultation (IFRS, US GAAP)
- Reconciliation

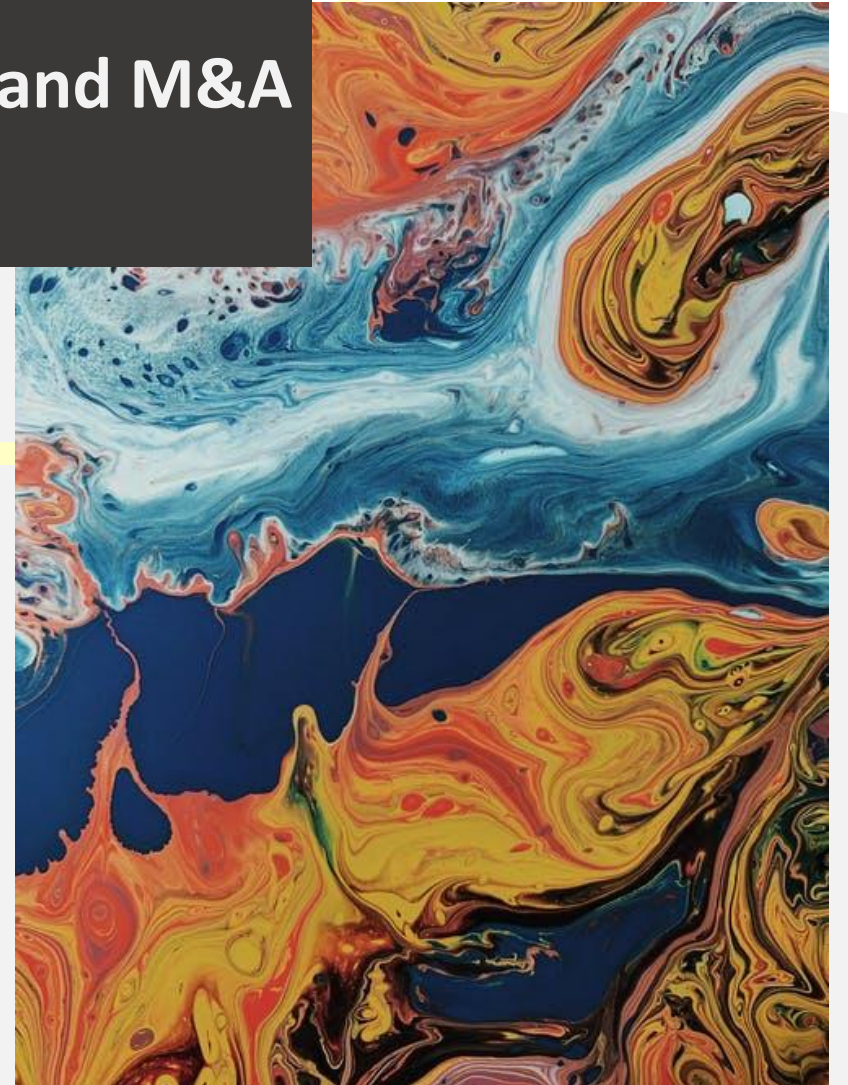
Investment, Fund Raising and M&A

Fact: 4 types of M&A: horizontal, vertical, conglomerate and concentric

We understand the essence of successful investment, fund raising and M&A; TRUST. Like a grand painting, our team know while mixing several colors and pick the grandiose color in the spotlight.

Included in our services:

- Business write up
- Investment pitch deck
- Finance due diligence for M&A
- Enterprise valuation and health check





Others

Fact: There are at least 3 new startups established every second!

Below are our other services:

- Standard Operating Procedures
- Insolvency and liquidation
- Equity structuring
- Corporate incorporation and banking set up
- And many more.. please send you queries directly enquiry@piumeno.co

“360 Digital Marketing”



We curate your digital marketing platforms to drive performance through deep dive research, smart audience targeting, and cre-ART-ive concept.

Our goal is to help our clients achieve sustainable business growth through market intelligence, creativity and strategic vision

Digital Marketing

Branding

Planning and Strategy

Content Management

SEO

Others



BRANDING

Fact: Your brand is emotional link with customers

Bringing together objective analysis and broad experience to help clients create and manage great brands.

Identify the brand DNA, we help companies define the benefits and experiences that make brands relevant, distinctive, and credible to customers, and develop strategies to differentiate brands through superior positioning relative to competitors. This frequently means repositioning established brands to better meet customer needs.

We deliver this service for the start up company to help them identifying their product and market as well as develop the brand DNA from the scratch. We will assist you to prepare the Brand identity from the concept, logo design, tone identity, brand voice and more

STRATEGY & PLANNING

Fact: 82% of consumer internet traffic will be video by 2021

Without a well-articulated roadmap, marketing will waste your time and money without generating expected result. A Marketing strategy gives fast growing companies a document that lets them, structure and plan their marketing. As Important, it establish priorities and internal alignment.

We help you to create tailormade marketing strategy with the flow from identify your goal, aiming your target audience, analyse your competitor, finding your unique selling point, choose the most effective marketing channels, develop the tactical plan, and finally, we monitor, evaluate, and measuring the marketing performance and KPI of your company.



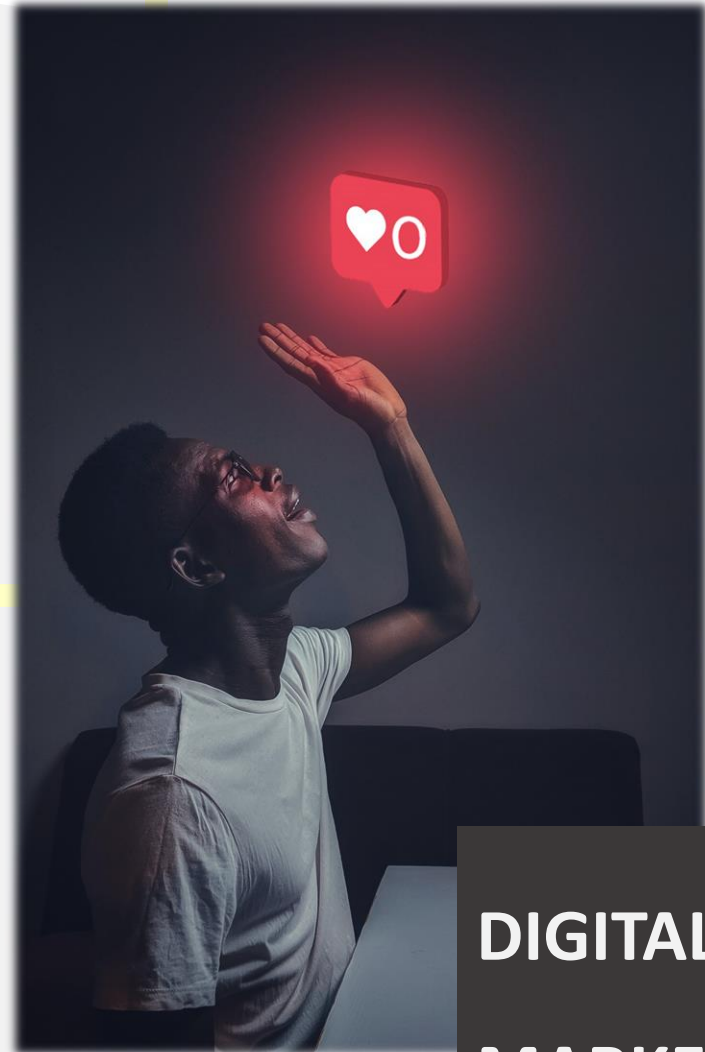
Fact: # IS BORN IN AUGUST 2007

Digital marketing is continually becoming more important as more and more companies take their business online. Increasing a business' online presence will increase brand recognition and generate leads. The strength of your business' online presence is vitally important. Successful digital marketing can help potential customers find you online and will ensure that your brand is portrayed positively in the eyes of your target audience.

We ensure that campaigns are effectively applied to all mediums in your marketing mix, taking digital platforms into consideration.

- Email marketing / SEM
- Social media
- Content marketing
- Web and Search Engine Optimization audit
- Online advertising

Our marketing team will work with you to roll out ongoing digital marketing campaigns, gaining traction and increasing your following.



**DIGITAL
MARKETING**

ES

**Our Approach
I.D.E.A**

I

INTERVIEW

Conducting interviews with business owners to pin point challenges and requirements. Followed up by interviews with related stakeholders to get overall round views on the requirements.

D

DOCUMENT

Here we work with several channels such Google drive, Drop box, Amazon drive, Citrix and many more. Furthermore, we understand the sensitivity of company's documents and information thus we do not keep documents in our local drive and we insist on signing a Non-Disclosure Agreement (NDA) with our clients.

E

EVALUATE

Through our expertise and network, we will evaluate and propose the best and SIMPLEST solution. We understand that most entrepreneur faced with short term vs long term challenges. We will make sure to provide disclosure on pro and cons in the short and long term.

A


ACHIEVEMENT

This is not the end of our approach but instead a beginning of our journey, through the approved and agreed solution, we will face more and new challenges on the fly. We will stand side-by-side as a TRUSTED partner through the growth phases of the Company.

6

Portfolio

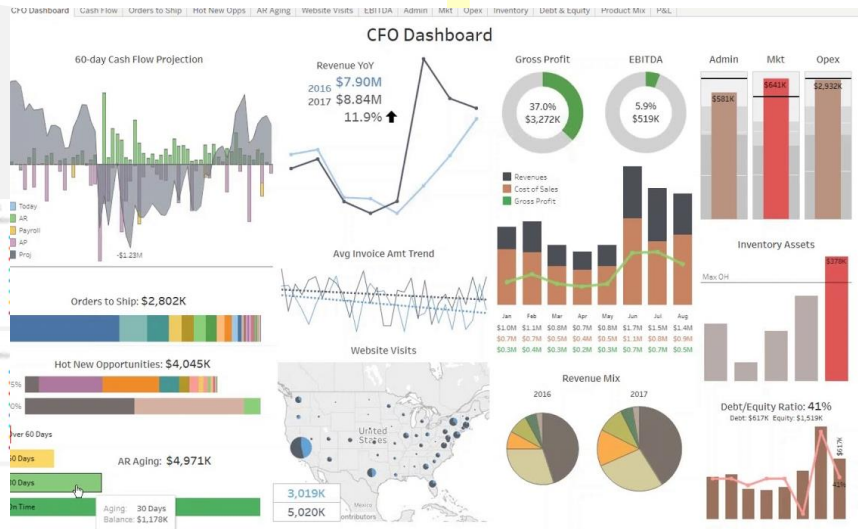
Some our proud experience and client:



Our Art

Art Gallery

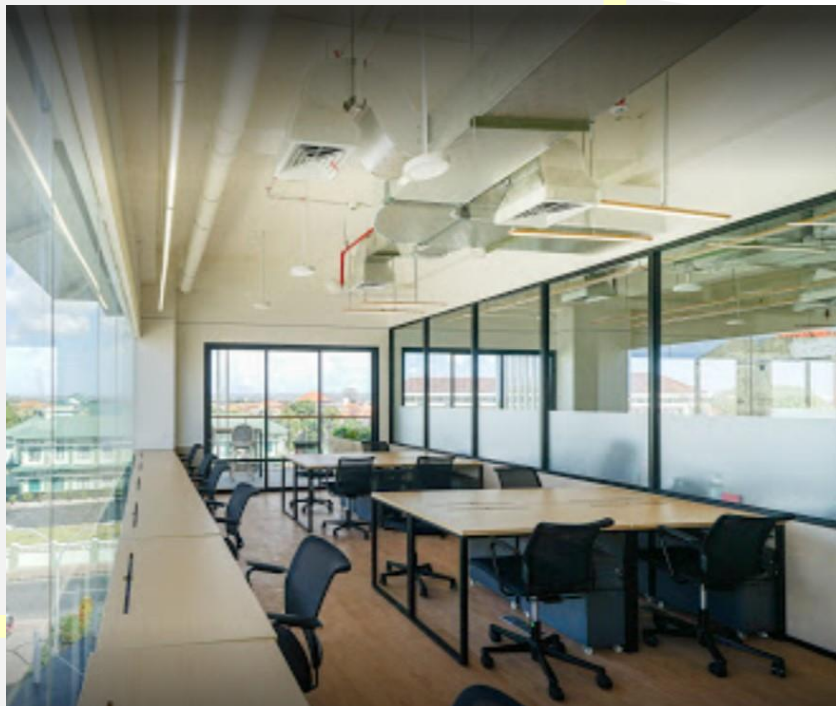
We are EVERYWHERE!

We believe in a world without border, we ensure that our artists are everywhere to provide you the best service.

If you find our Artist does not perform on a top-notch standard please report to:

enquiry@piumeno.co





Production Studio

Where the Grand arts are born!

We have almost 20 artisan across the world currently and keep expanding!



Thank you