

3E Accounting Group was founded by Chartered Accountant Lawrence Chai in 2011 to provide affordable professional corporate services to businesses and start-ups. Under Lawrence's capable leadership and extensive experience in cross-border business advisory work, 3E Accounting has built a core team of qualified and experienced accountants, business consultant and advisory, tax agents, corporate secretaries, GST agents, immigration and technology consultants. To date, 3E Accounting has served a client-base of over 3,000 corporates.

## ACQ Global Awards has awarded 3E Accounting as:

- ASIA - ACCOUNTING SERVICES FIRM OF THE YEAR
- SINGAPORE - ACCOUNTING SERVICES FIRM OF THE YEAR
- SINGAPORE - IMMIGRATION AND COMPLIANCE SERVICES FIRM OF THE YEAR
  - SINGAPORE - TAXATION SERVICES FIRM OF THE YEAR
  - SINGAPORE - PROFESSIONAL SERVICES FIRM OF THE YEAR
  - SINGAPORE - GAMECHANGER OF THE YEAR, LAWRENCE CHAI



**Lawrence Chai**  
**Founder**  
**3E Accounting Group**

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- Fellow Member of the Association of Chartered Certified Accountants ("FCCA")
- Chartered Accountant of Singapore (CA (Singapore)) of the Institute of Singapore Chartered Accountants ("ISCA")
- Chartered Accountants Worldwide ("CAW") Network Member
- Accredited Tax Practitioner (GST) of the Singapore Institute of
- Accredited Tax Professionals ("SIATP")
- Accredited Tax Advisor (Income Tax) of the Singapore Institute of
- Accredited Tax Professionals ("SIATP")
- Chartered Accountant of Malaysia ("CA (Malaysia)")
- Member of CPA Australia ("CPA (Aust)")
- ASEAN Chartered Professional Accountant ("ASEAN CPA")  
 Ordinary Member of the Malaysia Institute of Human Resource Management ("MMIHRM")
- Associate Member of Singapore Human Resources Institute ("SHRI")
- Certificate of Employment Intermediaries ("CEI") for Key Appointment Holders ("KAH")
- Affiliate of the Singapore Association of the Institute of Chartered Secretaries & Administrators ("SAICS")
- Ordinary Member of Singapore Institute of Directors ("MSID").
- Xero's Certified Advisor
- QuickBooks ProAdvisor
- Professional Certified Marketer PCM® Digital Marketing
- Certified Digital Marketing Professional (DMI)
- Google Ads Display Certification
- Google Ads Search Certification

### Corporate Philosophy

At 3E Accounting, our team of highly qualified and experienced professionals has extensive regional experience in the field of corporate services, auditing services and financial due diligence. With the diversity of expertise, 3E Accounting offers the Three Es: efficiency, effectiveness and economy as a complete suite of services that address all aspects of set-up, start-up and ongoing administration for every business entity. 3E Accounting is the integrated One-Stop Solution for all your business needs.

### Vision

The World's leading corporate service provider, offering services beyond excellence.

### Mission

To offer the Three Es: efficiency, effectiveness and economy, all part of our One-Stop Solution services for our clients.

### Values

#### Professional

We conduct our business in accordance with the highest standards of professional behaviour, integrity and ethics. We are transparent, honest, ethical and fair in all our interactions with our clients, stakeholders and team members.

#### Innovation

We innovatively undertake ongoing business improvement initiatives aimed at raising capabilities and standards to exceed the expectations of our clients, stakeholders and team members. Working with enthusiasm and care for sustainability, we seek to achieve the optimal outcome between business excellence and caring for the environment, community and society we live and work in.

#### Synergy

We foster trust and collaboration, and value teamwork, inclusiveness and human dignity. We embrace each individual's unique talents and honour diverse life and work styles. We listen, communicate and have empathy and respect towards the needs of our clients, stakeholders and team members.

#### Passion

We seek to go beyond being a service provider for our clients and stakeholders, providing timely assistance and asking the right questions to solve root issues. Through deeper and honest frank discussion, this leads to relevant and practical outcomes. Ultimately, we aim to be the catalyst towards corporate and social value creation.



### Enabler for Global Expansion

In 2016, Lawrence established 3E Accounting International to offer clients services beyond excellence through a well-connected global accounting network. The unique global network - 3E Accounting International, capitalises the professional knowledge and expertise of its network members to provide corporate solutions to clients across the globe. The launch of the 3E Accounting International reflected the aggressive expansion strategy of 3E Accounting into regional and international markets.



**"The formation of our international accounting network demonstrates that even a Small and Medium-sized Accounting Practice, SMP for short, can provide services to international clients and compete with the best of international firms when going global."**

3E Accounting Founder Lawrence Chai





### Largest Global Accounting Network

Today, 3E Accounting International is the largest home-grown global accounting network in Asia, maintaining an international presence in more than 80 countries worldwide. With its Global Headquarters based in the Republic of Singapore, one of the world's leading financial hubs, 3E Accounting International is ranked among the Top 30 Global Accounting Networks worldwide.



### A Progressive Workplace – Work-life Harmony

Trained as a Chartered Accountant, Lawrence worked long hours day and night in corporate services, auditing and financial due diligence process, for an audit firm.

Firm in his belief that the success of an organisation is determined by its employees, Lawrence instilled an "Employee Comes First" culture when he set up his own accounting firm in 2011, nurturing a family-oriented culture and promoting a healthy lifestyle and life-long learning. A family-friendly culture not only benefits employees but the firm as well. This is because a family-oriented culture helps to build a more stable and stronger organization, with greater trust and loyalty, and more motivated employees.

3E Accounting's "Employee Comes First" culture centres around work-life harmony, which empowers our employees with the autonomy and flexibility to manage work, personal and family commitments. The robust family-friendly culture and flexible work arrangement policy help to reduce employee turnover and achieve long-term stability for the firm. The firm invested in cloud-based solutions which allows employees to enjoy flexi-time and flexi-place even during peak periods as they can work from anywhere, just like in the office. As a Pro-Family employer, 3E Accounting has set up a nursery for working mothers to bring their children to the office when there is no one to take care of their children. The nursery room also doubles up as a nursing room for nursing mothers.

We do not just work hard, we play hard too, with our families, whether it is Our Family Day to Singapore's crown Jewel at Changi International Airport or to Universal Studios on the resort island of Sentosa.

The strong emphasis on work-life harmony and pro-family culture in 3E Accounting motivates our employees to strive harder and achieve higher efficiency and productivity. Happier employees lead to happier customers and higher customer

satisfaction. In our customer satisfaction survey, clients praised the excellence customer service from 3E Accounting's responsive and efficient team members.

3E Accounting's excellent customer service can be attributed to high employee retention rate as clients have the assurance of expert and experienced service and support from the same employee who has been managing their accounts since they were onboarded.



### Digital Transformation

Having established the global footprint for 3E Accounting, Lawrence is channeling his passion in innovation and technology to design and develop cutting-edge automated solutions that will re-engineer traditional business processes in the accounting industry.

Lawrence set up the Digital Research and Development team in 3E Accounting and is leading the team to formulate the Digital Master Plan to map out the digital transformation of the business, focusing on the new growth areas in robotic business automation (RPA), Machine Learning and Artificial Intelligence (AI). Through advanced applications customised to suit individual clients, Lawrence aims to deliver the digital advantage and added value services to give his clients that significant competitive edge.



### Technology Builds Business Resilience

A firm believer in technology as an enabler, Lawrence ensures that every employee is issued a laptop on their first day. During orientation, Human Resources will highlight the company-wide flexible work arrangement (FWA) policy that empowers every employee to work from anywhere by accessing company servers and Virtual Private Network (VPN). We also adopt innovative emerging technology or EmTech for short, such as Double Robotics to facilitate small group and larger team meetings. Our investment in technology is the nucleus and building block for successful business resilience.



**"COVID-19 demonstrates to us that technology and flexi-work culture is key to business resilience. At 3E Accounting, we were able to activate and scale up our Business Continuity Plan (BCP) because of prior investment in technology and emphasis on mobile work."**

**3E Accounting Founder Lawrence Chai**

