

**Guido MS Anwar, Ak., CA**

Griya Cinere Hijau Blok A-1

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## **Profile**

More than 20 years of professional experience in various industries such as telecommunication (last 10 years), manufacturing (incl. textile), consulting (for manufacturing & mining clients) and government institution.

An open minded professional and team leader who always respects diversity and multicultural environment. A hard worker person, analytical and results-oriented. Having been equipped with excellent problem solving skills, strong leadership skills and ability to prioritize the works efficiently across a wide range of responsibilities

A finance professional who led numbers of team and people in different key roles starting external/internal audit, finance controller, corporate finance, investor relations, business process improvement and internal control (incl. SOX compliance)

## **Career Objective**

Finance Director – Chief Finance Officer (CFO) - Vice President (VP) Finance – Finance senior management position in a reputable organization, contributing business value by developing and executing a strategic, long-term vision, while leading the firm to achieve measurable business results and growth, A strong desire to transform “as-is” organizations into “to-be” market and industry leaders.

## **Detailed Experiences**

**2015 – present*****Head of Finance in ZALORA Group***

ZALORA Group is Asia's leading group of online fashion destinations. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Thailand, Vietnam, Hong Kong and Taiwan where it operates as ZALORA and in Australia and New Zealand where it operates as THE ICONIC. Employing more than 2,000 people in 10 countries, ZALORA Group's localised sites offer an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women.

ZALORA Group has been redefining online fashion throughout Asia by providing the very best in high-street style and trends, innovative technology and customer service. We innovate, curate and communicate to bring you the best online shopping experience possible.

In 2015, ZALORA became part of The Global Fashion Group (GFG), the world's leading fashion group for emerging markets. GFG operates across 5 regions covering 27 countries through ZALORA, Dafiti, Lamoda, Namshi and Jabong, catering to the fashion needs of 2.5 billion people.

Overseeing overall finance function comprising finance/treasury, accounting/reporting, taxation and procurement. Reporting to CFO of the firm's HQ in Singapore with the following roles and responsibilities:

1. Develop and prepare a focused monthly analysis to track the progress of the company's achievement of financial targets like sales revenue, EBITDA, cash flow and the control, and reduction of costs.
2. Work closely with other Business Unit, other internal and external stakeholders on their financial and management information requirements.
3. Assist in the annual budget and preparation of budget P&L, Balance Sheet and Cash Flow.
4. Ensure compliance with statutory, regulatory and corporate governance.
5. Contribute to the formulation of corporate commercial policies and financial direction to ensure that the company's business is operated using a sound financial and legal framework which meets international standard/common business practice/conduct.
6. Review and improve internal control procedures; formulate and implement financial policies to ensure high standards of financial control and reporting.
7. Tax compliance and support group tax planning.

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Email: [guido.anwar@gmail.com](mailto:guido.anwar@gmail.com); [guido.anwar@id.zalora.com](mailto:guido.anwar@id.zalora.com)**2012 – 2015*****GM Business Process & Control/in PT Hutchison 3 Indonesia***

PT. Hutchison 3 Indonesia (H3I) is a part of Hutchison Asia Telecom Group, a rapidly growing telecommunications service provider operating under the National 2G/GSM 1800 MHz and the 3G/WCDMA licenses in Indonesia. H3I provides quality, innovative mobile data, and affordable voice and SMS services under the “3” brand. From its beginnings in 2007, H3I has continued to expand its network coverage and now serves customers in Java, Bali, Lombok, Batam, Sumatra, Sulawesi and Kalimantan to provide world-class internet experience for Indonesia. In 2014, H3I has a vision to be a billion-dollar revenue company with mid-term target to be number 3 in market share. Facing a very competitive industry environment, the annual turnover for 2014 is expected to achieve USD 1 billion and the company has a target to be no 3 in the market in Indonesia.

Reporting to expatriate CFO, in-charge of the following roles:

1. Business Process Development & Improvement
2. Internal Control Assessment using CSA methodology and COSO framework
3. Compliance to HWL's corporate policies such as ABAC (anti-bribery and anti-corruption)
4. Periodic risk assessment process

Detailed responsibilities:

Responsible for designing, implementing and managing a comprehensive structure of financial controls to protect company assets and interests, ensure reliability and integrity of financial information, compliance to international and local statutory and corporate standards, all transactions have the required authority and approvals and meets HWL's (Hutchison Whampoa Limited) internal control objectives at all times.

1. Understand and identify the controls that need to be established and applied across H3I in order to protect and maximize its assets and shareholder interest
2. Adopt best in class industry practices in implementing internal controls function in the company. Research, interpret and apply regulatory, statutory and industry standards and compliances to minimize exposure to business risks
3. Implement and manage projects that may include, but not limited to, ensuring proper internal controls are applied across all business units and functions
4. Regularly audit and update the adopted controls to ensure applicability and suitability to current business requirements and practices
5. Directs implementation of improvements in process efficiencies and effectiveness through automation as required on various activities in the Section.
6. Identify exposure to business, operational & financial risks and initiate mitigation action to eliminate or reduce the impact from those identified risks to business
7. Oversee the policy/procedure/system administration for the internal controls in H3I
8. Quarterly reporting to HWL (Hutchison Whampoa Limited) on internal control (entity and transactional level), periodic risk assessment process, ABAC (anti-bribery and anti-corruption) and implementation status of Group's internal audit recommendations
9. Other duties as assigned by Senior Management from time to time.

**2010 – 2012*****Senior Manager, Corporate Finance and Investor Relations in PT Smartfren Telecom, Tbk.***  
(formerly known as PT Mobile-8 Telecom, Tbk.)

PT Smartfren Telecom, Tbk) is part of Indonesia second biggest conglomerate group, Sinar Mas Group. The company provides wireless communication service with nation-wide coverage in Indonesia and uses 3.5G CDMA-EVDO technology (mobile broadband). The company's shares are listed in IDX Jakarta. The company has a subsidiary, PT Smart Telecom which has different spectrum license in 1900 Mhz for 3G services.

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Email: [guido.anwar@gmail.com](mailto:guido.anwar@gmail.com); [guido.anwar@id.zalora.com](mailto:guido.anwar@id.zalora.com)**Roles and responsibilities:**

1. Conducted the company's restructuring plan involving as follows:
  - Merger & Acquisition activities with PT Smart Telecom (through Right Issue)
  - Debt restructuring process through debt equity swap for the company's account payable and IDR bonds
  - USD Bonds restructuring (restructuring and replacement with new bonds with much better terms and conditions)
2. Managed relationship with existing and potential investors, shareholders, lawyer, financial adviser and auditor,
3. Maintained proper and timely regulatory reporting with IDX/Bapepam,
4. Prepared Annual Business Plan as well as maintaining Cash-flows Projection for funding requirement,
5. Worked together with Corporate Secretary team to conduct Shareholders' meeting (both general and extra-ordinary),

**2007 – 2010*****Head of Business Process Management*** in PT Mobile-8 Telecom, Tbk.

Responsible for managing, controlling and documenting all company process related matters including (not limited to) continual process improvement.

**A wide variety of project engagements including:**

1. Business Process Re-engineering,
2. Organization Restructuring,
3. Billing System Implementation,
4. Customer Care Complaint Handling System Review and Optimization

**2005 – 2006*****Head of Internal Audit (The Chief Audit Executives)*** in PT Mobile-8 Telecom, Tbk.

Responsible for establishing an internal audit division and managing all aspect of audit activities including planning, executing and reporting internal audit activities.

**Roles and responsibilities:**

1. Planning, executing and reporting on operational, financial, regulatory and compliance related audits/reviews
2. Analyses and concludes on effectiveness and efficiency of control environment.
3. Identify key areas of risk within the organization and propose appropriate controls to mitigate the risks.
4. Assess, evaluate and promote compliance to internal policies.
5. Identify control gaps and opportunities for improvement

**A wide variety of audit engagement including**

- Conducting periodic audit activities,
- Fraud investigation,
- Systems and business control reviews,
- Regulatory & compliance checking and
- Special audit (ad hoc) as requested by Board of Directors

**2002 – 2004*****Finance Controller, Head of Internal Audit and Lead Auditor (ISO 9001: 2000)*** in an integrated textile group (Lucky Group)

LUCKY TEXTILE (PT Lucky Print Abadi and PT Lucky Abadi Textile Factory) is an integrated textile group in Indonesia, producing spinning and finishing fabrics. The group has 2 plans and employs more than 3000 labors. Spinning plant exports majority of the product to various countries in Asia and Europe. Finishing plant is aimed to meet local demands for finishing fabrics.

**Roles and responsibilities:**

1. Produced, reviewed and presented monthly standard entity level and consolidated statutory and management reports and key performance indicators on a timely basis

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2. Prepared and reviewed major journals to the general ledgers/ consolidated spreadsheets which are required for month-end reporting, e.g. accruals and prepayments, revenue, deferred revenue, debtors and creditors aging and all other balance sheet items
3. Ensure that overall finance and accounting policies strictly comply with Indonesian GAAP
4. Ensure that internal control procedures are in place
5. Handle annual and monthly budget and forecasts and measure against actual results and provide financial and variance analysis with explanations/comments
6. Prepare and review cash flow positions and forecasts and monitor cash flows and other treasury operations including liaison with financial institutions
7. Handle annual statutory audits
8. Ensure proper local statutory tax filings

A wide variety of project engagement including:

- Reporting Process Review and Optimization
- Implementation of integrated budget application

**1995 – 2002**

*Senior Consultant (financial auditor)* in an international consulting firm, PricewaterhouseCoopers in Jakarta and Melbourne/Australia (Assistant Manager)

As a secondee for working in PricewaterhouseCoopers Pty Ltd in Melbourne, Australia in 1999 – 2000

Member of Energy & Mining Group of PricewaterhouseCoopers Jakarta for 5 years (1998 – 2002)

Responsible for preparation of audit planning, Independent Auditors' report and summary review memorandum of the financial statement. Review subordinates to ensure implementation of audit plan, preparation of working paper to firm's standards, development of appropriate constructive service comments.

Also involved in a wide variety of engagements including

- Financial audit services including special audit assignments,
- Financial due diligence reviews,
- Systems and business control reviews,
- Accounting services for certain clients
- IPO related services

Major clients included:

**MNC:** Schlumberger Oilfield Services, Rio Tinto Indonesia; BHPBilliton, BP; Exxon Mobil Australia Pty Ltd, Beiersdorf Indonesia, Bayer Indonesia, Coca Cola Amatil Indonesia

**Private:** Pamapersada Nusantara (Indonesia largest mining contractor), United Tractors Tbk, Hilton Hotel Group, Sari Husada

**State owned:** PLN, Krakatau Steel Group, Indofarma, Timah

**1990 – 1995**

*Auditor* in a Government Auditor Body (BPKP)

Responsible for performing audit assignment of various state owned companies and some national and local disbursement projects

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- Restructured Mobile-8 share capital and debt during restructuring process
- Restructured Mobile-8 organization chart using telecommunication business process model (eTOM: enhanced telecommunication operation map)
- Re-engineered business process function, which enhance simplicity and efficiency for users in performing their core activities, to support operation in a rapid change and fast growing industry environment,
- Established internal audit division in PT Mobile-8 Telecom, appointed audit team members to cover nation-wide audit area throughout Indonesia,
- Conducted Reporting Process Review and Optimization Project in Lucky Group, which result in shortening significant book closing period,
- Conducted Project Management over implementation of an integrated budget control system in Lucky Group,
- One of top performers in PricewaterhouseCoopers Jakarta (1999) and selected as a secondee in working in PricewaterhouseCoopers Pty Ltd in Melbourne, Australia (1999 – 2000),
- Successfully planned and conducted the audit (when joining PricewaterhouseCoopers) of a portfolio client with the record of improving the service to the client (annual turnover more than US\$200 m), timely audit reporting.

**Public speech experiences:**

- One of speakers at “*South East Asia Com*” for INFORMA Telecoms & Media, topic titled ‘*Mobile Broadband Opportunities in the Low ARPU telecommunication industry*’, 22-23 July 2009, Kuala Lumpur, Malaysia
- One of speakers at “*Business Process Management and Optimization for Telecom 2008*” conference, topic titled ‘*Success Story of Mobile-8: How creativity and innovation is not just the domain of the marketing team*’; Courtyard by Marriott, Bangkok, 22 – 24 September 2008

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Description	Time	Place
<b>Risk and Control Forum, One Day Seminar for Indonesia telco operators</b>	21 May 2015	Mulia Hotel, Jakarta
<b>Global Conference 2014 of Enterprise Risk Management: Driving Sustainability, Agility and Resilience</b> , by IERP (Institute of Enterprise Risk Practitioners)	4 – 5 June 2014	Mandarin Oriental Hotel, Kuala Lumpur
<b>Action Based Leadership Workshop</b> , by Daily Meaning	14 – 15 November 2013	Crowne Plaza Hotel, Jakarta
<b>BPM Solution for Enterprise</b> , by K2	24 April 2008	Shangri-La Hotel, Jakarta
<b>Advance SOP</b> , held by Value Consults	17 – 18 April 2008	Grand Tropic Suites Hotel, Jakarta Barat
<b>Get focused, Get Results: Leading High Performance Teams (Management Leadership Training)</b> , held by Dale Carnegie Indonesia	15 – 16 December 2006	Villa Via Renata, Cipanas, West Java
Indonesian Institute of Audit Committee (IKAI) One Day Seminar: <b>"Case Discussion of General Audit of PT Korota Api Indonesia"</b>	28 November 2006	Hotel Nikko Jakarta
<b>Auditing electronic data using ACL (Audit and Command Language) for Windows</b> , held by GE Consulting	12 – 15 September 2006	MNC Training Center, Plaza Kebon Sirih, Jl. Kebon Sirih Raya
<b>CDMA 1X: The Competitive Advantage</b> , held by PT InfraCell Nusantara (a certified Qualcomm training provider)	9 May 2005	3G Training Center, Jl Metro, Pondok Indah, Blok BA, Jakarta 12310
<b>Service Excellent: Training for Trainers</b> , held by Prime Consulting	4 – 7 April 2005	Villa Via Renata, Cipanas, West Java
Lunch Meeting with <i>Ernst and Young Indonesia</i> with topic: <b>"Where is Accountability for risk and control heading? Learning from overseas experiences."</b>	24 February 2005	JW Marriot Hotel, Mega Kuningan
<b>ISO 9001: 2000 for Internal Auditors</b> , held by Lloyd's Register Quality Assurance	9 May 2003	PT Lucky Abadi Textile Factory, Cimanggis
<b>Brain ware Management System – Self Mastery Training</b> by, held by PT BIMU	4 – 7 March 2003	PT BIMU Training Camp, Desa Karoeng, Labuan, Banten
<b>International Trade Finance Operation</b> , held by PricewaterhouseCoopers Jakarta	18 – 21 May 2002	PricewaterhouseCoopers Jakarta
<b>Audit of Tax</b> , held by PricewaterhouseCoopers Melbourne – Australia	13 December 1999	Melbourne: Introduction to Australian Tax System
<b>SAP basic training</b> , held by PricewaterhouseCoopers Melbourne – Australia	10 December 1999	Melbourne: Introduction and Familiarization to SAP system
<b>Australian GAAP Tutorial</b> , held by PricewaterhouseCoopers Melbourne – Australia	13 December 1999	Melbourne: Introduction to Australian GAAP, principles and reporting requirement
<b>Auditing Oil and Gas Industry in Indonesia (Production Sharing Contract Accounting)</b> , held by PricewaterhouseCoopers Jakarta	31 August 1999 – 3 September 1999	Jakarta: Introduction to Oil and Gas Industry in Indonesia, PSC Accounting and current accounting and audit issues
<b>International Oil and Gas Training</b> , held by PricewaterhouseCoopers Kuala Lumpur	7 – 11 December 1998	Kuala Lumpur: Introduction to International Oil and Gas Industry, various technical and audit issues, petroleum accounting and efficient & effective auditing

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Call available upon request:

Name	Occupation & Company	Years known
Mr. Merza Fachys	President Director/CEO PT Smartfren Telecom, Tbk Jakarta, INDONESIA	8 years
Mr. Somanathan Menon (Kuala Lumpur, Malaysia)	Former CIO PT Mobile-8 Telecom, Tbk	8 years
Mr. Haryanto Sahari	Senior Partner PricewaterhouseCoopers (PwC), Jakarta, INDONESIA	19 years

**Education:**

Period	School	Degree	Major	Place
1992-1995	STAN (State College of Accounting)	D4 (Honors Bachelor)	Accounting	Tangerang, INDONESIA
1986-1992	STAN (State College of Accounting)	D3 (Diploma)	Accounting	Tangerang, INDONESIA
1983-1986	SMAN 24 (State Primary School)		IPA (Natural Science)	Jakarta, INDONESIA
1980-1983	SMPN 12 (State Secondary School)			Jakarta, INDONESIA
1974-1980	SD Pangudi Luhur (Private Elementary School)			Jakarta, INDONESIA

**Professional Affiliation:**

The Indonesian Institute of Accountants (IAI), member

Professional qualification:

- State Registered Accountant No. D-14964
- Chartered Accountant no. 11.D14964

**General Background:**Indonesian citizen, born 17<sup>th</sup> November 1967

Married, 1 son

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