



SANDS GLOBAL PTE LTD

COMPANY BUSINESS PROFILE

COMPANY PROFILE

Sands Global Pte Ltd was incorporated in February 2013. Formed by a team of highly experienced and motivated individuals, the Sands team specialises in providing fully tailored security solutions for the increasingly discerning clientele.

The management behind this security management firm has developed vast resources and capabilities in this industry over the past 20 years.

The company was previously named Sandhurst Global, derived from the famous Royal Military Academy Sandhurst (RMAS), a famous British Army Officer Training Centre located in Berkshire, Southwest of London. Likewise, Sandhurst Global Pte Ltd aspires to uphold the highest level of excellence in service and professionalism.

Through the ups and downs in the industry, Sands leverages on our collective experience, knowledge and expertise to deliver fully integrated and tailored solutions catering to the security needs of each individual customer. Our suite of security services include the provision of security personnel for various protection services, executive, event or asset security management and intelligence & investigative services.

Furthermore, we deliver set-up and supply of security equipment and monitoring systems including CCTV monitoring systems, alarm systems and access control systems. Sands Global has been awarded all relevant agency licenses to operate as a Private Security Agency, Security Service Provider as well as Security Systems Provider by the Police Licensing Regulatory Department.

In June 2013, Sandhurst Global was renamed Sands Global Pte Ltd.



To be the leading integrated global security service provider and preferred business partner.



To revolutionise the security industry with excellence, reliability and professionalism.

To provide our business partners with the highest quality of customised security solutions.



Client-focused

We maintain close-knit relations with our customers to instill trust and openness as well as feedback.

Quality

We want to provide a value added service to enhance customer experience and service standards.

Integrity

We can be relied on always doing the right thing.

Teamwork

We are focused on working jointly towards a common goal.

COMMITMENT TO CUSTOMERS

Sands Global represents the forging of highly-experienced individuals hailing from various fields of the security industry, with the mission of raising the bar and forming a new gold standard for the industry. All Sands officers go through a rigorous selection process to ensure that only the best individuals are assigned for each specific deployment.

We believe in aligning our interests with our clients' and are fully committed in forging lasting partnerships. In this light, we are committed to establishing a sustainable business model that will be mutually beneficial to all stakeholders.

At Sands Global, we understand that every aspect of each job is vital, from the administrative back office and internal processes down to the hiring of each individual. Today's industry climate sees an influx of incompetent officers, detrimental to security teams. Sands consequently adopts a culture of teamwork that promotes cohesiveness and ensures that full support is provided for consistent, experienced and professional delivery always.

Team members include the most experienced and dedicated officers in the field, with some coming from distinguished organisations such as the Singapore Police Force (SPF).

HOW WE DELIVER

Established Priorities

Sands Global is focused on delivering our commitment to clients. In order to achieve this, the most fundamental consideration is head count. First, we work on a three-man team for a one-man 24-hour site deployment. This will allow sufficient relief for our officers and better manage our shift demands, consequently increasing the vigilance of the officers significantly. Secondly, we attract more officers by offering a more competitive salary based on the Progressive Wage Model (PWM).

Thirdly, setting Sands Global ahead of the competition is that we are equipped with the security equipment license. This enabled us to, with clients' approval, propose suitable equipment needed for tracking and monitoring each site.

Tailored Solutions

The combination of a customised security system with manpower deployment will ensure an abysmal security solution, rather than one just reliant on the human component alone.

Pre-mounting preparation is another important factor and we recommend a reasonable four to six weeks lead time. Sands Global will look at best fitting officers whose strengths best complement each specific site's requirements.

For example, an officer who is deployed at Jurong Island Checkpoint and one who is deployed at an upmarket retail boutique have very different in job requirements in terms of their skills, risk management, experiences and attitudes. One would expect the latter to, beyond their security aptitude, possess customer service deftness befitting that environment.

This will ensure consistency in delivery while an organisation progresses.

Systematic Management

On stabilising the headcount at each site, we will look at quality service delivery. Our officers are tracked on a day-to-day basis. We set a merit and demerit system against their performance to monitor them for punctuality, discipline, attitude, personal grooming, etc. As all clients have different requirements, Sands Global is able to tailor KPIs to align with site requisites, an approach not normally seen in the industry. Our team is on the constant lookout to explore avenues to tighten the security of key installations, giving our clients' peace of mind.

We deploy an Operations Manager (OM) to manage clusters of 50 to 80 officers, allowing ample time for us to meet clients regularly. Through this, we gather updates, feedback, conduct audit checks and brief to officers regularly. In addition, we schedule regular meetings with clients to track and monitor progress to ensure adherence to the service level agreement.

INCENTIVES SCHEME FOR OFFICERS

At Sands Global we are committed to priming top-notch officers and recognise that welfare is essential for team members. Therefore, we have developed an equitable retention program that looks at salary, variable bonus, incentives and trainings.

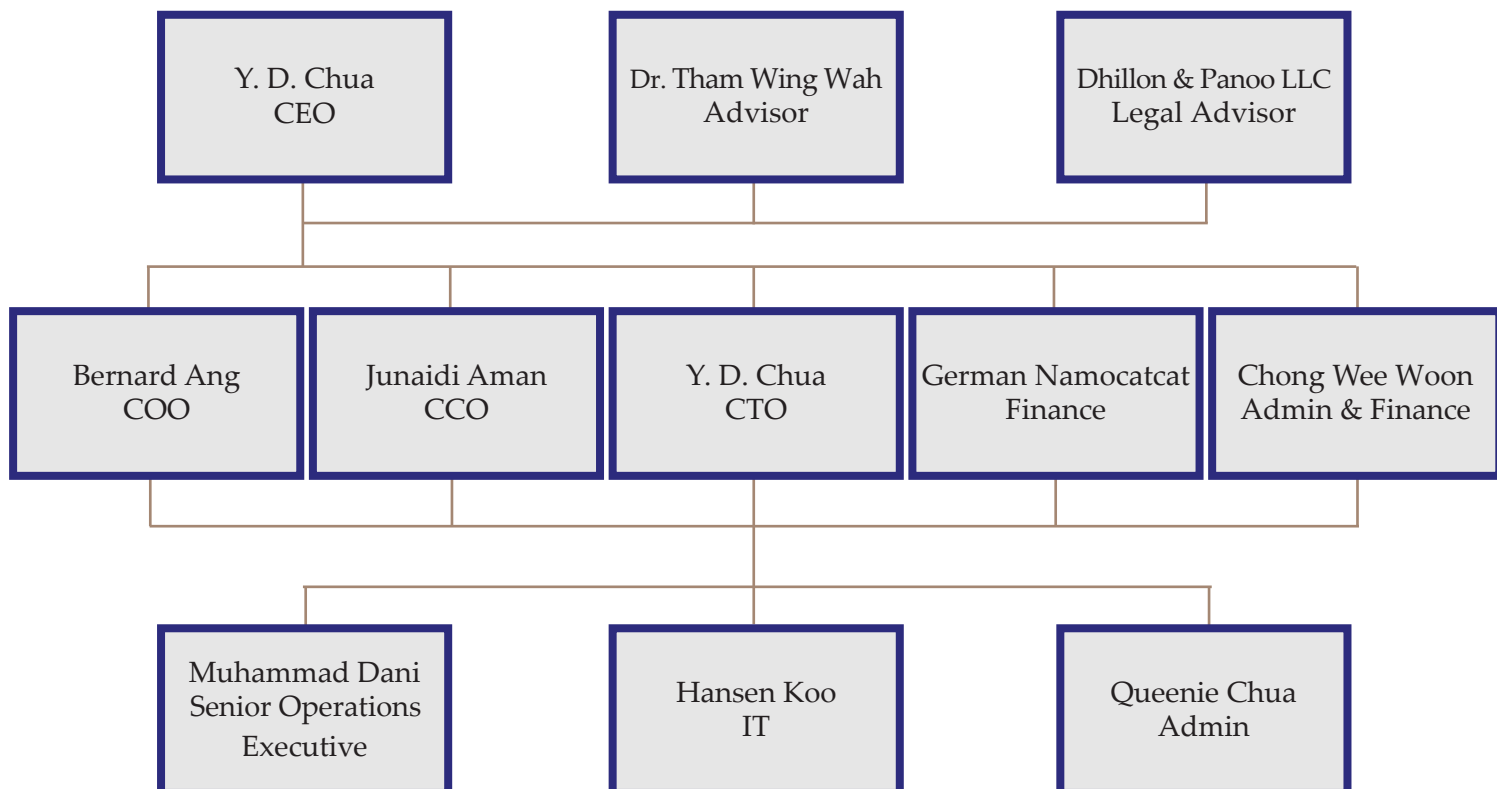
We offer remuneration packages that outshine industry standards to ensure that we attract only the best. In addition, the Sands system of Key Performance Indexes (KPIs) is tied to the officers' Code of Conduct in order to motivate each employee to exceed targets. A group insurance scheme is also implemented to cover permanent officers. As they grow, they can look forward to promotions and increments in accordance with the Progressive Wage Model instilled by Ministry of Manpower and Police Licensing Regulatory Department.

To ensure continual growth, we monitor achieving officers and chart their career progress closely. In addition to medical benefits, Sands Global also sponsors courses to ensure that employees are updated, equipped and consistently ahead of the industry.

Furthermore, this level of preparedness and additional skills value-add to our existing clients, especially in the event of heightened security situations, eliminating downtime when the need arises.



MANAGEMENT TEAM ORGANISATION CHART



TEAM PROFILES

Chua Yi Da – CEO

With field experience spanning almost two decades, Yi Da's comprehensive involvement in his works cover both breadth and depth of the security industry's intricacies.

Since co-founding Sands Global, his key milestones include various projects overseeing areas of border control, military (land, air and sea) defence, national security and working with interior ministries across national, regional and international levels, including countries like Cambodia, Vietnam and Bangladesh.

Yi Da shares a passion for finding ways to integrate new solutions from complementary industries, such as technology and innovation, to stay ahead of advancements in and around the security sector. His diverse background and business acumen also contribute to being well-rounded and methodical in his approach while bringing creative solutions to all stakeholders of Sands Global Pte Ltd.

Wilson Chua – Advisor

Wilson served at multinational corporations over the years, including oil and gas powerhouse Exxon Mobil Corporation, before starting his own company in the 80s. The decade that followed saw exceptional growth, sparking his involvement in a slew business ventures, especially in the Indo-china region.

His numerous roles stemmed from representing global MNCs like 3M, Alcatel-Lucent, Bosch, Tyco, Cotell, Barco and Polycom. Collectively, this contributed to his work in emerging sectors that include electronics, transportation, FMCG, security and infrastructure development. Wilson was also the President of the Singapore Business Association of Vietnam from 2003 to 2006.

With the wealth of experience accumulated over the years, Wilson currently sits on the boards of several companies and actively plays an advisory role at Sands Global Pte Ltd.

Dr Tham Wing Wah – Advisor

Dr Tham is an Associate Professor of Finance at the School of Banking and Finance of University of New South Wales. His research focuses on econometrics, market microstructure, asset pricing and innovation has had his works published in top-tier journals including Review of Financial Studies, Journal of Econometrics, Journal of International Business Studies, Journal of Financial and Quantitative Analysis. Dr Tham's works are also presented at various prestigious finance and economic conferences such as American Finance Association Meeting, European Finance Association Meeting, Econometric Society World Congress.

He was a PanAngora Crowell Prize winner, awarded Midwest Finance Association's best paper award and also the Literati Network Awards for Excellence for his work. He is currently an EU Marie Skłodowska-Curie Fellow, UNSW Scientia Fellow and Tinbergen Institute Fellow, with prior roles as a visiting scholar to the Haas Business School, UC Berkeley and National University of Singapore. He loves running marathons and ocean swims, and was once a naval diving commander.

Dr Tham's advisory position in Sands Global plays an imperative role in contributions from various business standpoints.

TEAM PROFILES

Junaidi Bin Aman – Director, Chief Compliance Officer

Over the past twenty years, Junaidi's work experience has contributed to his knowledge and management finesse. He served in the Singapore Police Force (SPF) through the mid-90s before embarking on an accomplished career in security. He undertook various professional positions across the industry, working for notable organisations like Certis CISCO, Toll Offshore Petroleum Services and OUB Centre Limited. Junaidi had also assumed the role of Managing Director at a security firm before joining the Sands team as Chief Compliance Officer.

As a driven individual who has been awarded numerous accolades, he also invests much of his time in upgrading himself through certification courses, to enhance his knowledge on the latest techniques, trends and issues related to the security landscape. Among Junaidi's achievements include certification in the areas of criminal investigation, counter terrorism, facilities management and emergency management.

Bernard Ang – Director, Chief Operations Officer

Bernard began his career in law enforcement, serving the Singapore Police Force (SPF) for 14 years, in 1994. Upon progressing from the Force, he had earned the rank of Staff Sergeant. He started his security career as an Executive Trainee and was quickly promoted to Assistant Operations Manager at Henderson Security. He subsequently joined ELK Security as an Operations Specialist again shortly promoted to Assistant Manager during his two-year term.

Among the numerous high-profile clients Bernard has managed in the course of his work are Mapletree Business City, CapitaLand, Maybank Tower, Comfort Delgro, Globalfoundries and Alstrom. His rich portfolio has seen him manage over 160 security officers as well as operations teams. Prior to joining Sands Global to head its operations, he had held the appointment of Operations Manager of Assured Protection.

Muhammad Dani – Senior Operations Executive

Dani spent his National Service at Singapore Prison Service and Singapore Police Force, undergoing Prison Staff Training School and training by SPF. He subsequently served at organisations that include Certis CISCO Aviation Security and Keppel Housing where his roles were Airport Pass Office Team Leader and Security Coordinator respectively.

He has also engaged in community-level work, where he managed residents and RC members while liaising with SPF on areas such as education and housekeeping. Dani's unique experience in crime prevention, access control and inspection contribute to a skillset favourable to his current capacity at the Sands Global team.

CERTIFICATIONS & ACCREDITATIONS



CLIENTS & PARTNERS



COMPLIMENTS & TESTIMONIALS

"This is to express my gratitude to the hardworking security Guards which we have in varsity park. I understand they currently will have an increase in workload due to extra checks on people entering our condo. Last week I was visited by NEA officers twice, each time a security guard was accompanying them & both times they were very polite. They know my children by name & are always helpful if I need to query anything with them. We are very lucky to have them at our condo."

- Emma Choo, Resident
Varsity Park Condominium

"I am writing this letter to commend Azaha's outstanding performance at Changi Court. He is diligent in discharging his duties. His dedication and attitude towards his work certainly increased our confidence in your company."

We are confident that having such employees will bring value to both Sands Global and Changi Court."

- Edmond Chua, Condominium Manager
Hilandas Property & Facilities Management

Jun Chen
From: Allen Loh (allen@varsity.com.sg)
Sent: 28 November 2019 11:55 AM
To: Jun Chen
Subject: Re: No Throwing Litter From Windows
Attachments: mpsg001.png

For the attention of Mr. James Lee, Manager
Dear James,
This short letter is to show my appreciation of your Security Team Leader, Mr. Robert, who came up to my unit to alert me that the door of my car was ajar this morning which was rectified when we went down to the car park together.
A staff like him deserves full praise for his dedication and devotion to your strata with responsibility.
Many thanks to you for having an alert staff.
Regards,
Allen Loh
----- Original Message -----
From: "Jun Chen" <ajun_chen@varsity.com.sg>
To: "Jun Chen" <ajun_chen@varsity.com.sg>
Sent: 12/10/2019 10:34:39 AM
Subject: No Throwing Litter From Windows
Good morning unit occupants,
We attach the circular above for your reading.
Kindly inform your other staffs about this circular too.
Thank you
Warmest Regards
Goh Jun Chen
Admin Assistant
Outsource Property Services Pte Ltd
For and on behalf of MCST Plan No. 3710
8 Loh Road 2
#01-16 S2408338
Tel: 65043004

Varsity Park
The Management Corporation-Strata Title Plan No. 3397
41 West Coast Road #01-01, Varsity Park Condominium, Singapore 120841
Tel: 6778 7800 Fax: 6778 1188 E-Mail: varsity@varsity.com.sg

27th October 2020
Sathia A/L Ramakrishnan (Security Officer)
Sands Global Pte Ltd
AMK, Tech 1
Blk 3 Ang Mo Kio Ind Park 2A, unit 02-03
Singapore 568050

Dear Sathia
I sincerely thank you for your bravery act towards the assistant given on 22nd October 2020 to put off the fire for Blk 21 #02-01. Your act is truly commendable and we appreciate your fast response on this critical situation.
As a token of appreciation, please find enclosed of \$60.00
Once again, I would like to thank you for your hard work and dedication - You are a valued member of our team.
Thank you.
Your faithfully,
Eric Ong & Associates Pte Ltd
Managing Agent
Anji Ng (Ms)
Condominium Manager
For and behalf of
Management Corporation - Strata title Plan No.3397

The Management Corporation Strata Title Plan No. 2276
119 Upper Chang Road East #02-01, Changi Court, Singapore 499808
T: 6546 7764/5 F: 6546 4184
E: msc2276@varsity.com.sg

Our Ref: CC/Chang/SandsGlobal-SC
22nd January 2021
Sands Global Pte Ltd
Blk 3, Ang Mo Kio Industrial park 2A
APAC Tech 1
#02-03
Singapore 568050

Dear manager in charge
Letter of Commendation for Security Officer Azaha
I am writing this letter to commend on Azaha's outstanding performance in Changi Court. Azaha is diligent in discharging his daily duties. His dedication and attitude towards his work has certainly increased the client's confidence in your company.
We are confident that having such employee will bring value to both Sands Global and Changi Court.
Yours faithfully,
HILANDAS Property & Facilities Management Pte Ltd
Managing Agent
Edmond Chua (MR)
Condominium Manager

Changi Court Condominium
COPY

OUR WORKS

Past Contracts:

- Samsung C&T Corporation – 2014
- Prestige Heights Condominium – 2013 to 2014
- KH Foges Construction (Yishun) – 2014 to 2015
- Pasar Bella MBS Adhoc Event- 2014
- Alstom Transport – 2013 to 2014
- Nova 88 Condominium – 2013 to 2015
- Tampines Dormitory – 2014
- Kian Teck Dormitory – 2014
- Ritz Mansion – 2014 to 2015
- Katong Garden Condominium – 2014 to 2015
- Quality Hotel Marlow Singapore – 2013 to 2015
- Dai Dan Co Ltd (MSD TUAS) – 2014 to 2016
- Yamaha Building (178 Paya Lebar Road) – 2014 to 2015
- Kemanman Point Condominium – 2014 to Jul 2015
- Yamaha Building (178 Paya Lebar Road) – 2014 to 2015
- Crowne Plaza Hotels and Resorts – 2015
- Dai Dan Construction – 2014 to 2015
- SCAL Dormitory – 2014 to 2017
- Sunway Concrete Products (Sunway Group) – 2015 to 2017
- Esta Ruby Condominium – 2015 to 2017
- 63 @ UBI – 2016 to 2017
- Orion Industrial Building – 2015 to 2017
- Seo Eng Joo Food Hub – 2015 to 2017
- Thong Chai Medical Building – 2014 to 2018
- SMM Pte Ltd (Nacli) – 2013 to 2018
- Heliconia Condominium – 2017 to 2018
- Landmark Tower Condominium – 2016 to 2020
- Biopolis III (Synapses & Amnios) – 2018 to 2019
- Alexis Condominium – 2019 to 2020
- Casa Fortuna Condominium – 2017 to 2021
- HG Metal Manufacturing Pte Ltd – 2015 to 2021
- Crescendas Print Media Hub – 2016 to 2021
- Oriental Metals Pte Ltd – 2020 to 2021

Existing Contracts:

- Dou Yee Technologies – Jul 2014 to present
- Zervex Building (Ubi) – Sep 2014 to present
- Changi Green Condominium – Dec 2014 to present
- Boxpark @ Chai Chee (Dou Yee Group) – Sep 2015 to present
- UB Point – Nov 2015 to present
- Changi Court Condominium – Dec 2016 – present
- Varsity Park Condominium – Jul 2017 to present
- Rosewood Suites – Oct 2018 to present
- OrangeTee Building – May 2019 to present
- Westcove Condominium – Jun 2019 to present
- Woh Hup Pte Ltd (Whistler Grand Condo) – Oct 2020 to present
- Woh Hup Pte Ltd (Sante Dormitory) – Oct 2020 to present
- Aik Sun Demolition & Engineering – Nov 2020 to present
- Parc Rosewood – Feb 2021 to present
- Strata Condominium – Mar 2021 to present
- Sin Ming Plaza – Apr 2021 to present
- Dou Yee Enterprises (Bedok) – Apr 2021 to present